

The Southwestern Miller

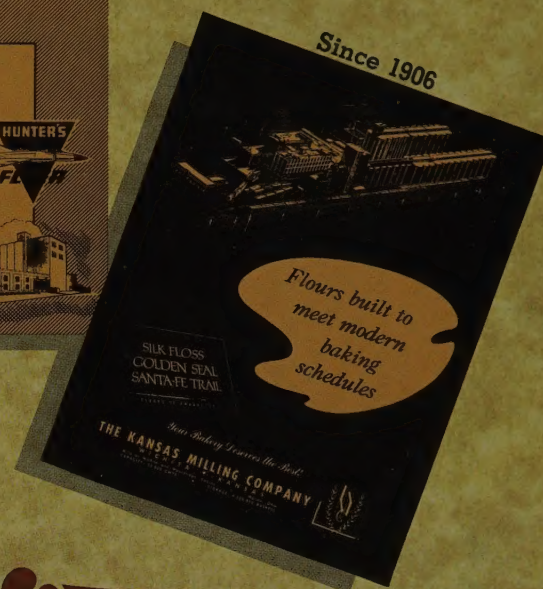
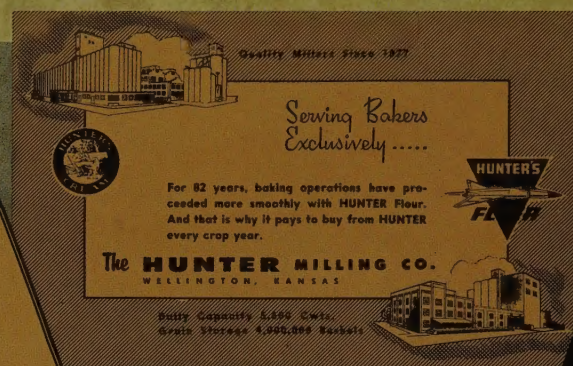
Milling & Baking News



60th Anniversary Issue



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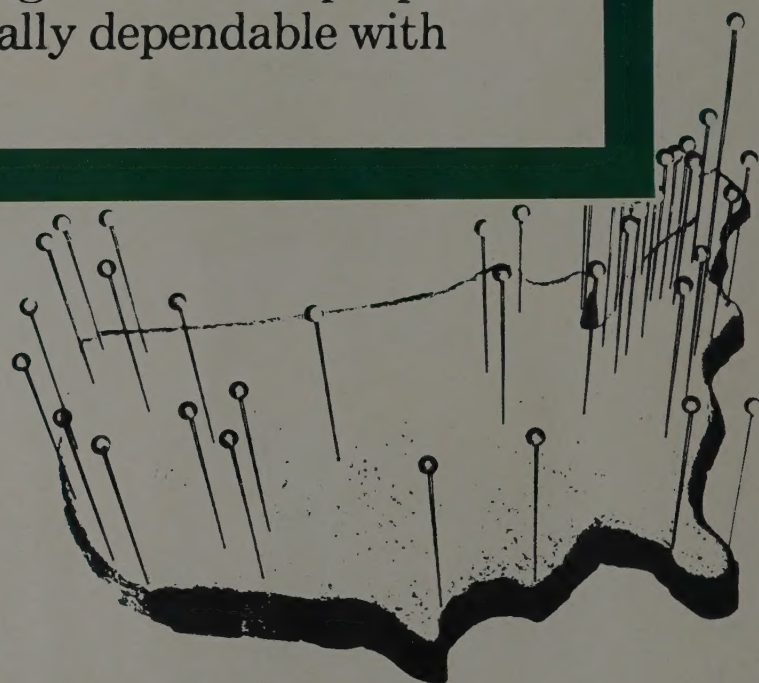
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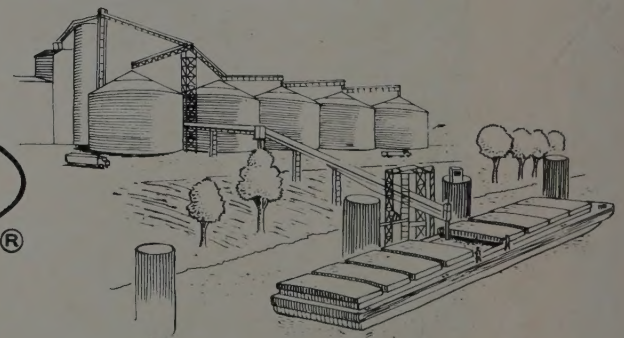


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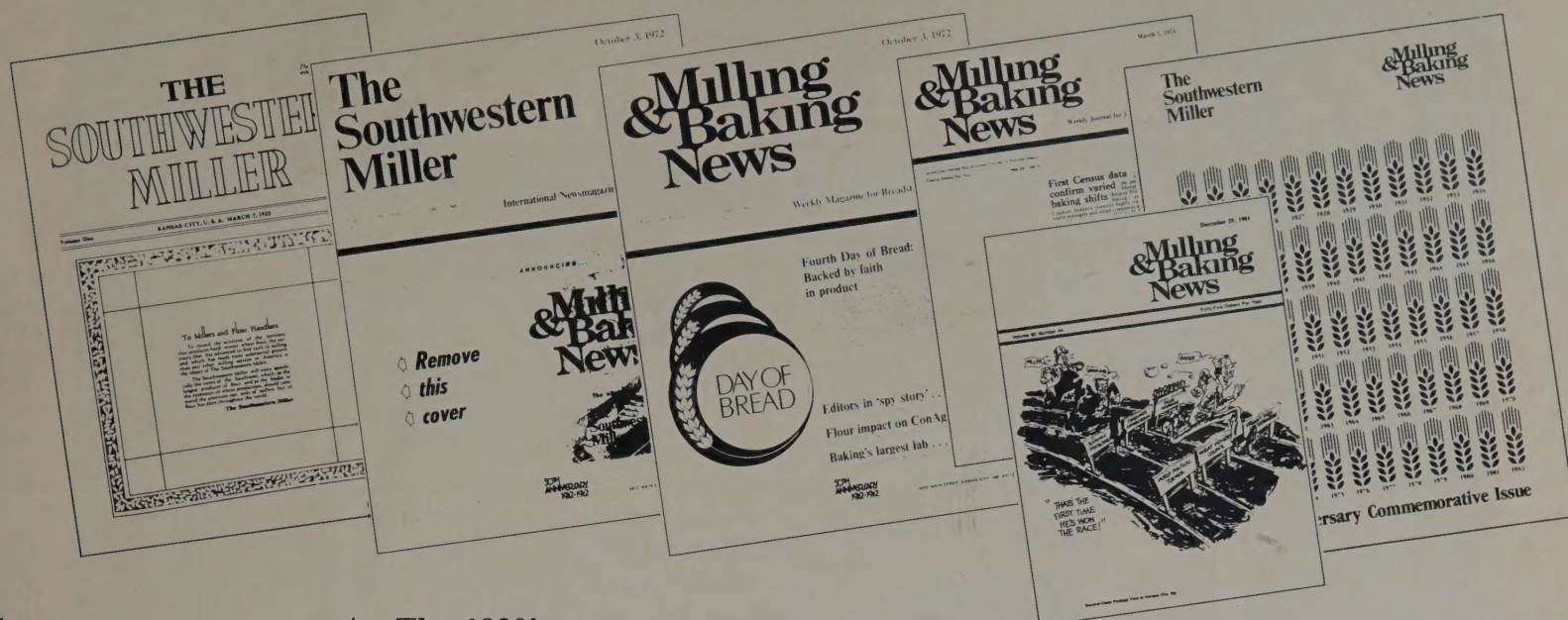


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60TH ANNIVERSARY

1922-1982



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The 1920's

The Southwestern Miller begins publication. The U.S. economy was beginning to boom in a Jazz Age of easy money. Not the wheat farmers. Prices were falling to small fractions of the old wartime highs. Flour millers could buy wheat for next to nothing, but government contracts for flour had practically vanished and per capita flour use in the U.S. was declining.

The 1930's

The U.S. was afflicted with the worst economic depression in the nation's history. The bad economy of the Hoover era and early New Deal years was compounded by drouth. Dust storms blew good Southwestern topsoil all the way to the Atlantic as fields plowed during the Great War dried up in the searing summer heat of the the mid-1930's.

The 1940's

Millers, bakers and grain merchants were operating under the restrictions of price controls. The first peacetime military draft began in October 1940, and the high rate of draftee rejection advanced the cause of those who wanted to improve the nutritional value of breadstuffs. One state after another made enrichment mandatory.

The 1950's

The Korean "police action" was sending U.S. food prices higher as the publication began its fourth decade, the U.S. population passed 155 million, and a Denver supermarket chain was reviving the idea of trading stamps. General Eisenhower was elected President, ending 20 years of Democratic party government amidst wild charges of Communist conspiracies by a junior senator from Wisconsin.

The 1960's

The publication's fifth decade began in the nervous atmosphere of the Cold War. The U-2 spy plane incident, the aborted Bay of Pigs invasion of Cuba, the Berlin Wall, and the Cuban missile crisis all strained relations. When the Soviet Union wanted to buy U.S. wheat in 1963, U.S. longshoremen and maritime unions limited the outgo to less than half of what the Russians wanted.

The 1970's

In 1972, the publication changed its name to Milling & Baking News. Soviet purchases of U.S. feed grains in 1971 were followed by massive takings in 1972. The grain sales to Moscow, and subsequently to Peking, helped advance the political cause of detente and brought trauma to U.S. food buyers (and to millers and bakers).

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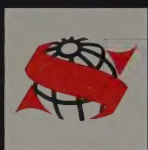
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AFTER 3,000-PLUS ISSUES

THE SOUTHWESTERN MILLER

With this special issue, *Milling & Baking News* and its predecessor *The Southwestern Miller* mark the completion of the 60th year of publishing, involving more than 3,100 weekly issues, plus a number of "specials." In the history of magazine publishing in this country, very few publications, particularly those issued on a weekly basis, have attained the 60th year, this Diamond Jubilee. Thus, just to be a survivor in the difficult publishing business provides abundant cause for celebration. That is doubly the case when this publication's continuing vitality is associated with the industry it serves, breadstuffs, which itself is a "business of survivors." Great companies that once flourished in breadstuffs, including most of those that provided the incentive for the start of this magazine in 1922, are an integral part of this publication's history, even though they no longer exist. In this anniversary year, the salute we make is not to the past, but to the present and the future. Even though breadstuffs in 1982 is much different from what it was in 1922, the year this journal began, it is our judgment that breadstuffs is part of a grand continuum that at this moment may have a brighter future than at any time in its long and illustrious history.

Breadstuffs is the industry that *Milling & Baking News* serves and it is the industry that has been the centerpiece of our editorial perspective from the very first issue dated March 7, 1922. Such lengthy constancy to a single industry is not a general characteristic of trade magazine publishing. From the viewpoint of this publication's present staff, the choice could not have been more propitious. That is a judgment rendered from the hindsight of knowing that alternative fields were considered by the three brothers who founded this journal. Samuel, David and Sanders Sosland, young men already experienced in editing and publishing, made the choice in 1921 to create a magazine serving the breadstuffs industry in response to strong urging by flour millers. These millers, primarily operating in what was then called the Southwest, made up of the states of Kansas, Nebraska, Oklahoma, Texas and Colorado, wanted a journal to espouse the qualities of flour milled from hard winter wheat to the nation's bakers. Southwestern millers believed that the leading milling publication of that day, *The Northwestern Miller*, (there were at least a dozen other milling magazines in the year this journal started), strongly favored spring wheat millers and flour milled from spring wheat. This explains why this journal from 1922 to 1953 bore the slogan, "Of the Southwest, for the Southwest," a bit of milling jingoism that might seem anachronistic in this day and age, but which in 1922 reflected hot regional competitiveness.

Industry in early stages of formation

A careful perusal of this special issue, which is meant to be a history of breadstuffs over the past 60 years as written in the pages of this journal, will reveal, among many other trends, the gradual as well as final erosion of this regional or sectional conflict. From the viewpoint of 60 years, it may be said that this publication actually began just as breadstuffs itself was in the earliest stages of formation presaging the present-day strong industry. "Breadstuffs" is the total business of procuring and marketing grain; milling, or processing, grain into foods, and using grain-based, and primarily wheat-based, ingredients in the manufacture of foods for consumers.

Of course, by 1922, American milling already had a long and illustrious history, but it was still very much a

business with a highly regional and even local flavor. At that time, at least half, and possibly more, of the flour milled in the U.S. was marketed for home baking, and another sizable share went into foreign markets where U.S. millers had been active from the very beginnings of this nation. The industry in the early 1920's was just emerging from the technological revolution that saw the replacement of stone buhrs with steel roller mills and the introduction of purifiers and other machinery that make many currently operating mills little different from those built much earlier in this century. And while the regional conflicts that prompted the founding of this publication persisted over several decades from 1922, these rivalries rapidly evaporated in response to a multiplicity of forces, none of which was more powerful than the lowering of the many regional barriers erected in the first 150 years of this nation's history.

In all likelihood, the grain trade in 1922 was the most mature of the businesses that constitute breadstuffs, or at least that would have been the view of expert observers of the era. The grain industry in 1922 had forebears going back centuries, and great progress had been made in modernizing its approaches to handling, moving and marketing grain. But from the hindsight of 1982, the grain business still had a very long way to go to reach its current state. In 1922, the grain handling and marketing system was dominated by railroads; a large share of terminal and export elevator capacity was owned by railroads, which in turn leased these facilities to either private companies or to a variety of groups. Few grain companies operated a national network, and the multinational businesses that are now so prominent in grain were still very much in the developmental stage in either the U.S., Europe or South America. Many of the latter 60 years ago looked on the U.S. as offering limited, but perhaps interesting, investment opportunities.

To a great extent, many of the prominent names in the grain business in the early 1920's were what are currently known as futures commission merchants, as well as cash commission houses. This publication's relationship to these companies was largely one of providing an interface between flour millers and grain merchants. The concept of marketing grain on a worldwide scale had hardly been conceived of by U.S.-based companies, and the industry, as well as the producers of grain, tended to be exceptionally conservative in most respects.

What currently is defined as the commercial baking industry was only just beginning at the time this journal had its start. In some ways, baking was born out of the rage for stock promotions in the 1920's, not as a sound business idea. Thus, the concept of baking companies doing business from coast to coast probably evolved more in the minds of stock promoters than with bakers. Promotion of the baking companies formed in the 1920's focused on a brand new concept, that local and regional baking companies, which had only begun to prosper in the wake of the social and economic revolution following the end of World War I, could be joined under a single corporate umbrella, promising investors impressive returns. That is how the present-day industry came into being. Looking back over 60 years, it must be deemed quite amazing that an industry built on such a fragile base has moved so far and has, in a few cases, exceeded in returns the dreams of the original promoters. Commercial baking through the decades has literally been awash in efforts to keep up with an ever-changing marketplace. These common problems and opportunities also have been before the other sectors — flour milling and grain merchandising.

As is the case with a three-legged stool, maintaining balance, much less moving on a productive course, is not all that easy in breadstuffs. The balancing force critical to the industry's success is the long list of industry managers who have understood the rapid rate of shifting markets on which they and their companies

stood and who were smart and nimble enough to take advantage of the turbulent times ruling for the past 60 years. The delights of being journalists to such an industry largely have centered on the people, yes, the managers who proved good enough to create the breadstuffs industry of 1982. Recounting the promotions, the "hires and the fires," the retirements and the deaths has been a major duty of this publication. It is also the one element of this 60-year span that defies reciting in a special issue such as this.

Shifting position along the curve

Breadstuffs is a mature industry in 1982, in each of its three sectors, but an exciting business it also is. Students of the cycles of companies and industries would probably place breadstuffs in a declining position on that curve familiar to all who plan and cogitate on their futures. In response to that, though, it is important not to assume that once reaching that point of downturn in the curve that nothing can be done to reverse what some might forecast as rapid decline. The need is to shift the curve to the right, to move both companies and industries to the upward axis. The course that must be pursued to achieve that target is different in every case, whether company or industry. The only element in common is the willingness to change, to understand the present point in the cycle, to appreciate that something can certainly be done to change position, and to initiate the study and thought essential to accomplishing what might once have been considered to be a superhuman or Herculean task.

Directly intertwined with people

The greatest joy of this journal's staff and its rather single-minded dedication to serving the needs of breadstuffs is that this publication's progress is so directly and intimately intertwined with the people and the companies comprising breadstuffs. This commitment can hardly be overstated. Unlike the grain company with elevators, the flour miller with roll stands and the baker with ovens, who have few other choices of business, the tools of publishing offer tremendous versatility. A pencil, a typewriter or an electronic word processor may be used to produce all kinds of material, literally without restraint as to subject matter. The limitations are imposed by the publisher and the editor in recognition of the minds and knowledge of the staff. It is in that very context that we constantly examine and survey our options. The decision without reservation has been to continue to make breadstuffs our home. As new publishing ventures are launched by our parent company, each is definitely related to breadstuffs, which is expected to be at the center of the exciting evolution of the food industry for the foreseeable future. This commitment was made after considerable thought; it is reflected in several new investments in related companies and in major start-up projects in the publishing field. Having observed the 60th year and the 3,100-plus issue of *Milling & Baking News* and *The Southwestern Miller*, this journal's staff is confident that the next anniversary celebration will be a time of jubilation, not that we and the industry have survived, but that we have prospered together and have together found new ways to grow, to broaden our scope, to serve mankind through strengthening the world's food system, and to perform the job that has brought breadstuffs to this moment.

To all who made this expectation possible, we extend our heartfelt thanks. Our pledge for the future is to you and to our mutual success and progress!

**Milling
& Baking
News**

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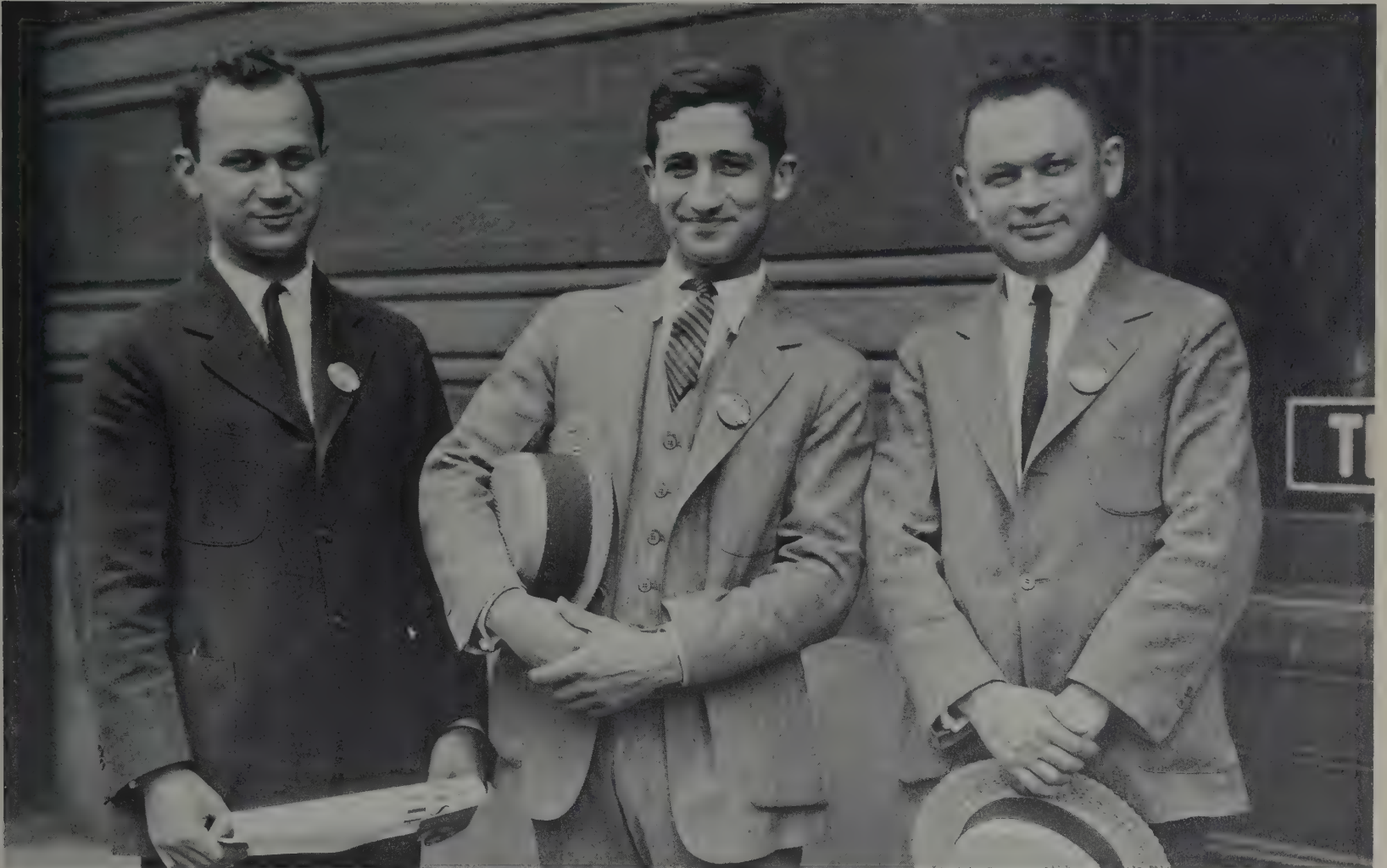
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60-YEAR OVERVIEW: LEGACY OF SERVICE TO BREADSTUFFS

Review of 60 years' service to an industry in a publication begun by three brothers with a vision and aims of practicality, realism.



The three founders of *The Southwestern Miller*, David N. Sosland, Sanders Sosland and Samuel Sosland, are shown in this photograph made in the first year of publication, 1922. The occasion was the annual meeting of the Association of Operative Millers held in Kansas City

that year. In many ways, this 60th Anniversary Issue is dedicated to the three founders and to the great heritage they have passed on to the present staff.

It started inauspiciously, as a dream spelled out in a modest four-page prospectus to readers and advertisers. Like all dreams, it was shored up by hopes and aspirations. That dream was *The Southwestern Miller*. It was to be launched, in 1922, by three very young brothers in uncertain times when yet another trade paper in milling — then glutted with journals — was thought to be doomed before it began. But others failed. *The Southwestern Miller*, which became *Milling & Baking News*, did not. Far from it.

This article seeks to analyze a handful of factors in those 60 years that now bring this journal to its seventh decade of service to an industry with which it is intimately identified.

First, the term “industry” cries out for definition. Sixty years ago, the publication basically was a news and markets report for flour milling executives and, more or less on the periphery, all who transacted business with this activity. The industry, as such, has evolved into a much-broadened scope of interests comprising growing, grain handling, milling, processing, baking and other end product manufacture and marketing. All are separate entities, but linked by an intricate continuity that has come to be recognized widely as “the breadstuffs industry.”

BREADSTUFFS IN FIRST ISSUE

In the first editorial, 60 years ago, a statement appears that rings true today as indicative of the continuing aim of the publication: “*The Southwestern Miller* believes those who have the welfare of the breadstuffs industry of the country at heart

will approve the other policies which this publication will voice in behalf of the industry it is serving.”

Even at the beginning, the interdependence of the market price of wheat and the cost of flour or producing a loaf of bread, was clearly recognized by the trio of brothers who founded the publication.

REPORT ON MARKET FACTS

The last surviving member of that threesome, Samuel Sosland, whose name still appears on the publication's masthead, recalls: “We reported the facts of the markets, not only in terms of conditions, but in view of the dollars that the Treasury was pouring into the markets.”

So it was, a devotion to realism. In today's parlance, that translates into “telling it as it is.” It became a guiding principle for the publication.

VAST REPORTING EXPERIENCE

That devotion was grounded in the fact that each of the brothers, Samuel, David (1895-1968) and Sanders (1899-1970), had accumulated by their early 20's a deep respect for painstaking journalism, the result of vast experience in reporting, writing and editing in the markets they would cover in their own publication.

NOW IN THIRD GENERATION HANDS

And it is those same elements that have carried into the third generation of the family that now is in charge of the publication, joined by experienced associates

from outside the family who have learned well the meaning of that devotion to excellence.

The editor and publisher, Morton I. Sosland, and the senior editor for news, Neil N. Sosland, are sons of David Sosland. Both are magna cum laude graduates in economics from Harvard University and both have spent their entire careers in the publishing business. Morton joined the staff in 1947 and Neil in 1954. In fact, their experience extends beyond that, since both spent their high school and college summer weeks working as office boys, junior clerks and even in a few editorial duties. Morton's son, Charles Sosland, represents the third generation of the family in the publishing business as western sales manager for *Milling & Baking News*.

A younger brother of the three founders, Louis Sosland, joined the staff immediately after his graduation from the University of Wisconsin in 1925. He handled a number of market areas, especially in the grain and feed fields, before becoming general manager of other family business interests, Sosland Envelope Co. and Sosland Press, Inc. Louis Sosland died in 1978. Another brother, Benjamin Sosland, was associated with both the envelope and press business for a number of years.

FROM OUTSIDE OF FAMILY

Of great pride to the Sosland management is the integration of “outsiders” into what for so many years was a family operation in nearly every way — with never a non-Sosland appearing on the masthead until the 1960's. First among those from the “out-



Three generations of the Sosland family at *Milling & Baking News*: Standing are Morton I. Sosland, left, and Neil N. Sosland, sons of David Sosland, one of the publication's founders in 1922. Seated at left is Samuel Sosland, who founded the publication with David and Sanders. At right is Charles Sosland, son of Morton Sosland.

side" was Melvin S. Sjerven, who began with the publication 27 years ago as a free-lance writer and market reporter in Minneapolis. He now is senior editor, markets. The publication's editorial/business staff now includes 17 others from outside the family.

BACKGROUND OF THREE BROTHERS

To understand fully the true journalistic spirit brought to the birth of the publication in 1922, some background is in order on each of the founding brothers.

Samuel, the eldest, had been a free-lance writer and market reporter for an impressive list of papers that included *The Wall Street Journal* in the East, and several farm journals in the West and Midwest. He edited a monthly business review published by a Kansas City bank, and was an editor of *Daily Drivers Telegram*, a position that gave him insights into factors affecting agribusiness — although that term had not yet been coined, of course. Sam would become the managing editor of *The Southwestern Miller*, presiding over news copy and editorials.

David, the middle of three brothers in age, had been a reporter on two milling trade papers and in 1921 was editor of *Milling and Grain News*, St. Louis. He resigned the editorship of that publication in early 1921 to devote full time to the start-up one year later, of *The Southwestern Miller*, of which he would be editor and manager. As described in a column by Herman Steen, milling historian who for many years was executive head of Millers' National Federation, "David was the leader, the captain of the team. He looked after the advertising and ran the business side of the paper. In addition to that, all copy went through his hands en route to be set, unless he was away."

Sanders, youngest of the brothers, at 22 years old when the publication was founded, had been a free-lance writer since high school days, in association with Samuel. In fact, the two prepared market pages for several farm publications and the financial depart-

ment of the old *Kansas City Journal*. Sanders became the market expert of *The Southwestern Miller* and his genius at that would be tapped by eminent industry and government authorities to check on trends and forces affecting flour, millfeeds, wheat and other grains.

EXPRESS EDITORIAL CREDO

From its earliest history, the publication reflected a penchant for accuracy and timeliness in its news reportage, and fair treatment in all news and editorial columns. An editorial credo expressed in the very first issue 60 years ago, stated unreservedly: "*The Southwestern Miller* . . . pledges itself in this, its first issue, to strive for accuracy, to be fair, to be prompt and to labor unceasingly to render the service it has undertaken to perform."

These lofty characteristics — accuracy, fair play, timeliness and unswerving pursuit of the facts — have guided journalists of great renown in the public press, but the combination is sometimes considered a rare attribute in the trade or business press. Critics of business publications have hinted that facts are distorted to serve selfish ends, such as those of high-powered advertisers, and that some facts are conveniently ignored if they bode unpleasant trials for an industry.

ADD A DASH OF IDEALISM

No such reputation accompanies *Milling & Baking News*. It has been known to deal with the most sensitive of circumstances affecting the industry, to single out ill-faring winds, to live up to an editorial credo that, yes, smacks unabashedly of idealism.

Samuel Sosland at the time of the publication's 50th anniversary recalled: "Our aim was to be a practical publication, moved by realism and idealism." If there were only three words to depict the aim and practices of the journal, he continued, these words would be practicality, realism and idealism.

"The fact that we all were free-lance writers, writing reviews of markets for varied publications, meant that we had a practical view of things as they were," he said. "But we were always realists, too." He described the drive of the three brothers, and those who carry on after them, as motivated by "ambitious idealism," but always committed to a goal of "telling the facts of a market."

INTERESTS IN BREADSTUFFS

To gain some advantage in acquiring the news, the Sosland brothers quite early "bought a few shares in breadstuffs companies," in Samuel's words mainly to have access to annual reports and other financial data.

One early investment in milling and baking was in shares of a company that had introduced new processes of bleaching and maturing flour, and a later investment was in a company that became a leader in providing enrichment ingredients to milling and baking. "From this modest beginning," Herman Steen notes, "they expanded their interest in the investment field and other members of the family joined in subsequent projects."



Standing, from left, Dollie Sutton and Kevin Lindemann. Seated, Robert W. Neve.

CONCENTRATION IN INDUSTRY

Not all was rosy, however, in those early years, or since. For one thing, the milling industry itself was undergoing incredible shrinkage in numbers, triggered by what Herman Steen in his book, "Flour Milling in America," terms "the great milling mergers of the 1920's." That trend continued and similar changes took place in baking or other industries as companies merged or withered away.

All this concentration naturally meant that there were fewer advertisers in the publication and, with expanded capacity of each surviving mill, fewer readers as well. In the process, though, each milling executive assumed a greater relative importance in his company's impact on the trade. His need for dependable and timely information from the publication was heightened.

From the beginning, others had leaned heavily on the publication as a source of information critical to their businesses. These included grain traders, cooperatives, growers and grower groups and the big volume buyers of flour.

One example:

A young president of a baking company at a convention told of the importance of the publication to his operation. While a youngster around his father's large Midwestern bakery, he said, he noticed that his father each week would set aside time to read *The Southwestern Miller* immediately on delivery. The son wondered why his father, and other key men in the organization, would be reading "a milling publication" so avidly and completely.

"Then, when I entered my late teens," he recalled, "and knowing that the mantle of leadership would fall to me, I began reading what my father read, and I soon discovered why he read your paper," he told this staff member. The story is not apocryphal, and has been repeated, no doubt, in other areas where youthful management has "looked over the shoulder of the boss" to see what he is reading, to get a fix on what backdrop management decisions will be made.

The first to utilize *The Southwestern Miller* as a useful source of market information and news and insights to their businesses were, of course, millers in Kansas, where the magazine had its origins. In fact,



From left, Melvin S. Sjerven, Roger T. Johnson, Gordon L. Davidson and John W. Beal.



Seated, from left, Mark Sabo, Rob McKnight and Bob Kalmus. Standing, from left, G. Michael Gude, Bob Wedemeyer, Leslie Wurtz and Jody Zimmerman.



Standing, from left, Jay Sjerven, Anthony Bush and Sue Robinson. Seated, Laurie Larson.



From left, Margie Shultz, Vance Spearman, Nancy Alpers-Jackson, Gary Humbert and Jo Ramsey.

the publication is an outgrowth of issues peculiar to this region — the Southwest — and the original slogan of the magazine, carried on the masthead for many years, was “Of the Southwest — For the Southwest.” It was the milling trade of that region that gave early support to the publication, assuring its continued existence. Other millers and equipment suppliers soon joined in.

Early adversity faced the three young Soslands in making their dream of a serious, no-nonsense, viable trade publication come true. It first came in the form of an injunction sought by an older rival milling publication over the name, *The Southwestern Miller*. It was alleged that the name was too similar to the name of the older journal.

SUIT NEARLY ‘BROKE’ JOURNAL

Samuel Sosland recalls that costs of fighting that injunction nearly “broke” the fledgling journal. The brothers retained a Kansas City attorney, an ex-mayor of the city, to fight the injunction. The judge refused to grant a writ, and the injunction was successfully turned aside. But there remained a lawyer’s fee of \$600, a sum that bit deeply into meager capital saved out of earnings from free-lance writing and other employment to start the publication.

MEETINGS OF BREADSTUFFS

No history of this publication would be complete without mention of the close relationship between *Milling & Baking News* and the trade associations in breadstuffs — the American Association of Cereal Chemists, the American Bakers Association, the



From left, Cynthia Anderson, Lois Wachtel and Debbie Maniez.

American Society of Bakery Engineers, the Association of Operative Millers, the Biscuit and Cracker Manufacturers’ Association, the Grain Elevator and Processing Society, the Independent Bakers Association, the Millers’ National Federation, the National Association of Wheat Growers, the National Grain and Feed Association, North American Export Grain Association, to name a few. By a great and timely coincidence, the 1922 start-up of the publication was in the year that Kansas City was host city for conventions of four major breadstuffs groups — the Millers’ National Federation, Association of Operative Millers, National Association of Flour Clubs and American Association of Cereal Chemists. The publication, then based in a tiny office in the old Gibraltar Building on Wyandotte Street in downtown Kansas City, reported the proceedings of all four meetings in considerable detail.

It was at a session of that 1922 M.N.F. convention, at the Muehlebach hotel, that one well-known milling executive took Samuel Sosland aside and told him the Sosland brothers were on shaky ground in starting another publication in the milling industry. That milling executive echoed the thoughts of some others who sincerely believed there were already too many milling papers. Years later at another M.N.F. convention, that same milling executive, who in 1922 remonstrated the Soslands, was, like others who doubted the future of the publication, full of exuberant praise. He told Samuel, “I don’t know what we would do without you.” Samuel then took some gentle pleasure at recalling their 1922 meeting.

BORROWED FOR SMALL PRESS

At first, the publication was printed on a contract basis by a large Kansas City-based commercial printer which also owned a paper supply business. In the late 1920’s, after one change in printers, the Sosland brothers borrowed money and bought a small press but found that printing of one weekly was not enough to justify its operation. That led to job printing on the side, and later entry into the envelope business when a small envelope company became available for purchase. The envelope and printing business occupied a seven-story building owned by the company in downtown Kansas City, not far from the old Kansas City Board of Trade Building, until *Milling & Baking News* shifted to electronic word processing equipment in 1978. Offices have been located at 4800 Main Street, in the Country Club Plaza area of Kansas City, since the new Kansas City Board of Trade Building opened at that location in 1966.

The years between 1922 and the present were filled, Samuel recalls, “with some rough seas” and memorable and close personal relationships with members of the grain, milling and baking industries.

DAILY NEWS CARD TO INDUSTRY

One of these close ties led to publication of the renowned Daily News Card starting in the early 1930’s. Its beginning was largely by accident.

Mr. Steen recounts in his 1969 column reviewing the history of the Soslands: “The manager of a small Kansas mill reported having lost \$2 per ton on a

carload of bran because his information on market levels was several days old, and he asked Sanders to send him a post card each day on price changes. Requests for similar reports grew as other millers learned of this arrangement, and this led to the issuance of a printed card devoted solely to the feed market.”

A few years later, the Daily News Card — then issued exclusively to advertisers in *The Southwestern Miller* — was expanded in scope to cover the entire market for wheat and flour, and data on export business. Today, all major millers, many members of the grain trade and large bakers receive the Daily News Card by mail, Telex or market news wire. Wrote Mr. Steen: “It is studied religiously by those who make marketing decisions for mills, grain houses and all kinds of users of grain and its products.”

Milling & Baking News, too, is widely reprinted in the trade, sometimes without benefit of credit. This is thought more a form of flattery than blatant plagiarism, as the editors recognize — as do others, government and the trade — that much of the republished information could come only from what might well be regarded as a unique institution.

Perhaps the most widely-read page among key industry leaders, and one weekly feature that receives the utmost attention from the editors, is the editorial page, where commentary on happenings in breadstuffs are confined, quite apart from the news pages — where “straight” unbiased reporting is the rule.

CHANGES IN THE SEVENTIES

Milling & Baking News has not been without its critics in years gone by — but friend or foe, the magazine by its sheer volume of information and incisive reporting has made each a reader, regardless of his outlook. Several major changes in appearance have taken place in recent years, including adoption of a smaller page format in March 1974, a “newsy” cover format in March 1977 and offset printing in 1978. These moves to increase readability of the publication have been accompanied by expanded involvement in the breadstuffs and food publishing fields, including *Grain Storage & Handling* and *Supermarket Business* publications in the U.S., and the *World Food Report* family published by Agra-Canadian Publications Ltd., London, in association with Agri-Alimentation S.A., France. Sosland Publishing in 1981 published its first Chinese language edition and recently announced plans for a new international publication, *World Grain*.

DARING VENTURE... INDISPENSABLE

Herman Steen in his 1969 column commented:

“...what began as a daring venture by three young reporters evolved into a publication that is national in coverage and, according to the testimony of subscribers, of inestimable value to them. There is probably no other publication in the world that collects and disseminates as much information about current events in the vital breadstuffs field.”

The Wall Street Journal, in a front page article four years later, said, “The magazine probably offers a classic lesson in how an honest and aggressive trade publication can make itself indispensable.”



Kathryn O'Hallahan, seated, and Donna Tarter.



From left, Beth Sutton, Nora Wages and Laura Meacham.

**Here's your total package
for energy-efficient
grain cleaning
and dust control**



**Grain Cleaning
System**

CUSTOMIZED FOR
Name of Company

Talk with a Carter-Day Representative and you're talking with a grain processing specialist. A specialist who can first help you evaluate your total grain cleaning and sizing needs and then develop a customized energy-efficient system to meet those needs.

It's a system to control grain quality through efficient cleaning, control dust, and minimize the power cost of your central exhaust.

The efficiency of the proposed system is founded on the industry-proven reliability of the system components. Components that include such energy-saving equipment as —

The Scalperator

With a closed-circuit Scalperator, preliminary grain cleaning is completely enclosed. All large objects are removed and the grain is intensively aspirated for light screenings removal while avoiding additional dust control equipment and associated power costs.

The Duo Aspirator

A closed-circuit Duo Aspirator in the cleaning flow minimizes air requirements of the central exhaust system. Reduction in air handling energy cost results in savings of thousands of dollars per year.

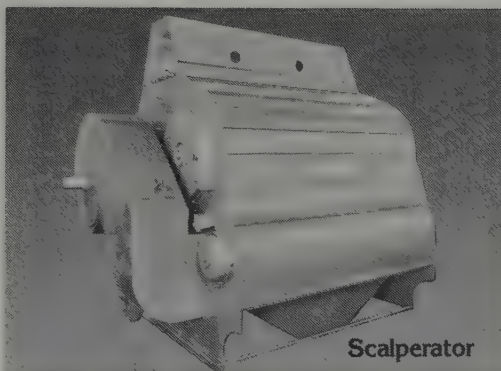
The Disc Cylinder Separator

A Disc Cylinder Separator assures full stream cleaning and removal of all grain and seed impurities at high capacities without costly, high air volume.

The "RF" Filter

The new "RF" Filter employs an air pump rather than high horse-power blowers. The self-cleaning, 7 PSI system provides substantial energy savings over competitive filters. Few moving parts, only one solenoid and no mechanical valving make it easy and fast to maintain. It's a simple, durable design.

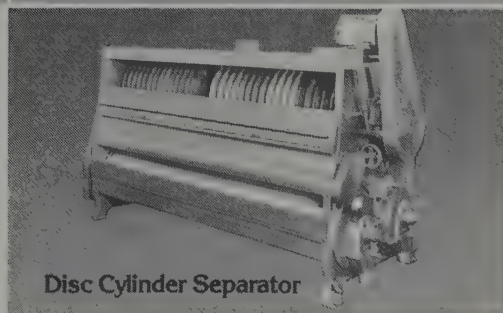
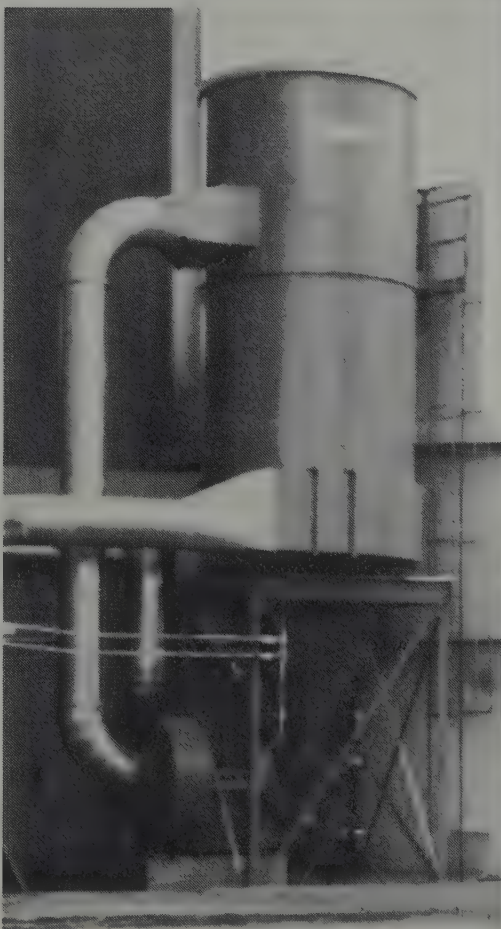
If you'd like more information on the total package or on equipment to increase the efficiency of your existing operation, call or write: Carter-Day, 500 - 73rd Avenue, N.E., Minneapolis, MN 55432. (612) 571-1000. Telex: 29-0684. Cable: CAMACO.



Scalperator

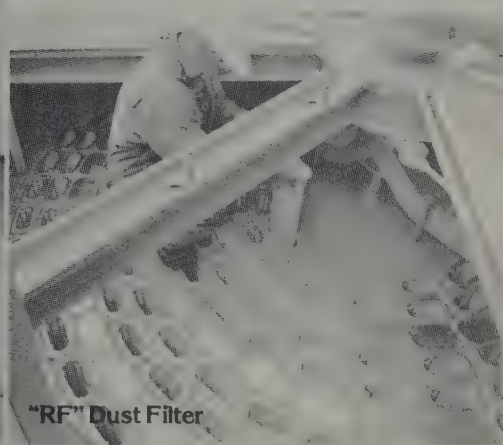


Duo Aspirator



Disc Cylinder Separator

Non-aligned filter tubes provide more filter cloth in less area. For filter replacement, access is from the top clean air side of the filter.



"RF" Dust Filter

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500 73rd Ave. NE, Minneapolis, MN 55432 USA

Baking in all probability is the oldest industry of man,

with wheat and barley being the first plants cultivated as food. And bread has been a mainstay of life for man with its origin buried far back in the days of prehistory.

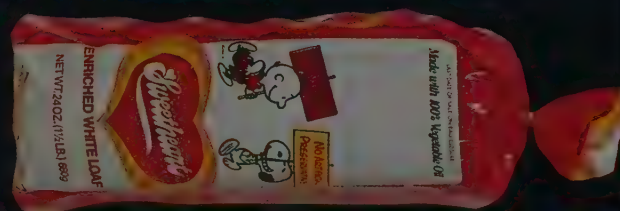
Interstate Brands/Interstate Bakeries Corporation has been a vital part of this great history for over 60 years. And today, more than ever before, our breads play a most significant role in the well-being of mankind.

We're proud to be a part of this great industry and join hand-in-hand with Milling & Baking News on the occasion of their 60th Anniversary. We salute them for their meaningful contribution to the industry!



INTERSTATE BRANDS CORPORATION

Corporate Headquarters
Kansas City, Missouri



THE NINETEEN TWENTIES

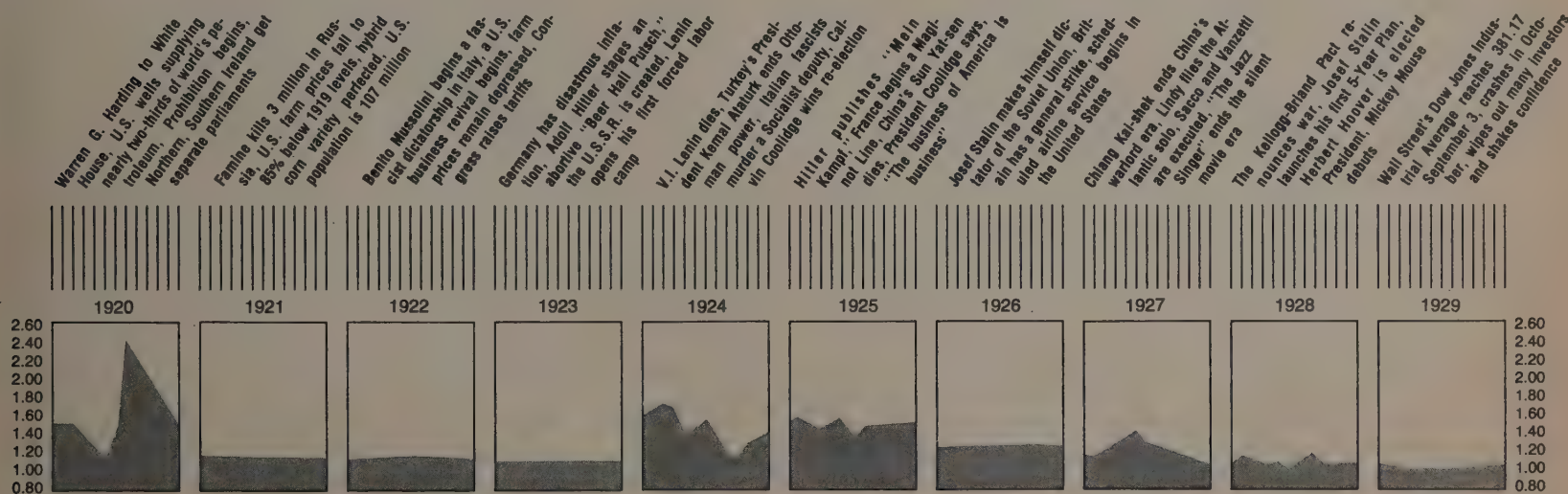
When *The Southwestern Miller* began publication in March 1922, Kansas wheat farmers were beginning the second year of what would prove to be a long ordeal of low prices. The rest of the U.S. economy was beginning to boom in a Jazz Age of easy money. Not the wheat farmers. They had plowed up marginal acreage during the war to cash in when prices were high; now prices were falling to small fractions of the old wartime highs. Flour millers, too, were having troubles. They could buy wheat for next to nothing, but government contracts for flour to be sent abroad in hunger relief efforts had practically vanished and per capita flour use in the United States was declining. Overproduction plagued the milling and baking industries as it did the wheat farmers. As a July 25, 1925, editorial in the journal observed, the argument was "often made that the per capita flour consumption is adversely affected by the poor quality of some

of the loaves that commercial bakers, both retail and wholesale, offer for sale, and it is pointed out that in rural districts, where home baking is extensive, the consumption of flour is much larger per capita than in metropolitan centers where the population depends to a large extent on the commercial baker's bread." Commercially sliced bread still lay in the future. So did the day when hard winter wheat from the Southwest would replace spring wheat as the worldwide paradigm.

Overproduction was also a problem in the field of trade publications as well as in wheat fields, flour mills and bakeries. *The Southwestern Miller*, produced in an office in the old Baker-Vawter Building at 915 Wyandotte Street, was hardly alone; there were at least a dozen competitors in the milling industry and some were well-established. *The Northwestern Miller* had been published since 1873. Financed by

advertising from flour mills whose names have disappeared or changed (Kansas Milling Co. of Wichita, Ismert-Hincke Milling Co. of Kansas City, Kansas Flour Mills Co. of Kansas City, Red Star Milling Co. of Wichita, New Era Milling Co. of Arkansas City, Kansas City Milling Co., Ross Milling Co. of Ottawa), the new publication made no pretense of objectivity: its stated purpose was to champion the wheat of the Southwest and the flour milled in the Southwest. It pursued that effort with vigor.

The first issue had 36 pages; beginning with Volume 2, Number 1 (March 6, 1923), there were 48 pages, and by January 1924 each issue had 52 pages. As the quality of hard winter wheat improved and as Kansas flour mills grew to rival the giants of Minneapolis, *The Southwestern Miller* itself thrived.



National average prices received by farmers for wheat, as compiled each month by the U.S. Department of Agriculture, present the best "picture" of swings in wheat and flour over the 60 years of this journal. In March 1922, the month in which the first issue was (Continued - 1930)



THE SOUTHWESTERN MILLER

"Of the Southwest-For the Southwest"

Published Every Tuesday at 326-327
Gibraltar Building, 818 Wyandotte St.,
Kansas City, U. S. A.

DAVID N. SOSLAND, Editor and Mgr.
SAMUEL SOSLAND, Managing Editor.
SANDERS SOSLAND, Associate Editor.

Price, \$2 per year in advance by sub-
scription in the United States, Cuba
and Mexico. To the remainder of the
world \$3 per year. Single copies, ten
cents.

The Southwestern Miller will edit its
advertising pages just as vigorously as
it does its news and editorial columns.
No advertisements will be accepted
from any firms in the trade whose stand-
ards of business are not the highest.

Published and owned by Sosland Bros.

OUR POLICIES.

The Southwestern Miller, as its
name implies and as announced in
its first prospectus, will be of the
Southwest and for the Southwest at
all times and in every issue. In un-
dertaking to serve the largest section
of the milling industry in the United
States, The Southwestern Miller is
fully cognizant of its responsibilities
and opportunities in the dissemination
of news, in the presentation of the
views of millers and in the advocacy
of the policies in trade and legislation
which must be followed to preserve
for the Southwest its natural right to
grow in importance in milling with-
out artificially created handicaps.

Being of the Southwest and for the
Southwest, The Southwestern Miller
will falter on no question or problem
vital to the milling industry of the
Southwest and to those who transact
business with it. The Southwestern
Miller will not be provincial. No mil-
ler and no individual or organization
serving millers and flour buyers can
succeed if provincial in any branch
of the milling business, where it is
constantly necessary to cope with
world trade factors. Furthermore, in
serving the Southwest and its flour
buyers, this publication will have an
international audience.

With all the responsibilities in-
volved, the publishers and editors un-
dertake with pleasure the work of
issuing The Southwestern Miller. No
milling section is gifted with the pos-
sibilities of future development pos-
sessed by the Southwest; no other
section produces flour that is so de-
serving of more appreciation; no
other section has so successfully ad-
vanced in the face of artificial bar-
riers; and no other section possesses
the energy the Southwest radiates.
To serve such a milling section with
a weekly trade publication is to en-
gage in a work that inspires en-
thusiasm.

FORMING LARGEST BAKERY MERGER

United Bakeries Corporation and Ward Baking Co. Consolidation
Nearing Completion; Total Capital Expected to Be \$75,000,000.

New York, Dec. 17.—Negotiations
are nearing completion for the merg-
ing of the business of the Ward Bak-
ing Co. here with that of the United
Bakeries Corporation of Chicago. It
is said the merger will take the form
of an outright purchase by the United
Bakeries Corporation of the Ward
business, which has assets of approxi-
mately \$35,000,000. Most of the capi-
tal stock of the Ward Baking Co. is
held by George S. Ward and his fam-
ily. His employees in recent years
have taken stock in the company.

TO RE RANKING ORGANIZATION.

The consolidation will make the
United Bakeries Corporation the larg-
est bread baking organization in the
world. If there has been any question
in the past as to which company could
be ranked as the largest bread bakers,
this is dispelled now by the proposed
merger. It is understood here that the
merger will be effective on Jan. 1 or
soon after that.

MERGER LONG RUMORED IN TRADE.

While the consolidation has been
rumored for more than a year; or
almost since the United Bakeries Cor-
poration was formed, the first definite
word from either of the two companies
was in the form of a letter mailed to
employees of the Ward Baking Co.,
by George S. Ward, the president, to
the effect that the United Bakeries
Corporation had made an acceptable
offer for the Ward business. Mr.
Ward asked the employees to "stick
to their jobs" and stated they would be
given an opportunity to sell their stock
holdings for cash or they could be
exchanged for securities in the new
corporation.

The Ward Baking Co., with large
plants scattered from New York City
to Chicago, including Pittsburgh,
Columbus and other large cities in the
central states, does an annual busi-
ness of more than \$50,000,000 a year,
and uses considerably in excess of
1,000,000 bbls of flour every twelve
months.

PRESIDENT ORDERS NEW TARIFF RATES

Duties on Wheat and Flour Are Advanced and Impost on Millfeed
Is Lowered 50 Per Cent.

Washington, March 10.—Under date
of March 7, President Coolidge issued
an order raising the duty on wheat
from 30c to 42c per bu, on flour from
78c to \$1.04 per 100 lbs and reducing
the duty on millfeeds from 15 to 7½
per cent ad valorem. The new rates
become effective in 30 days. The
action was taken following recommen-
dations by the United States Tariff
Commission. While it had been ex-
pected that the President would raise
the wheat duty a full 50 per cent, or
15c per bu, the greatest disappoint-
ment over the changes announced is
over the 50 per cent reduction in mill-
feed rates. This is the maximum
reduction permitted under the flexible
provisions of the Fordney-McCumber
Act.

PROCLAMATION OF THE PRESIDENT.

The proclamation issued by the
President cited the provisions of the
flexible tariff provided in the Fordney-
McCumber law, and made the changes
in the tariffs in the following order:

"Now, therefore, I, Calvin Coolidge,
President of the United States, do here-
by determine and proclaim that the in-
creases and decreases in the rates of
duty provided in said act shown by
said ascertained differences in said
costs of production necessary to equal-
ize the same, are as follows:

"An increase in said duty on wheat
from 30c per bu of 60 lbs to 42c per
bu of 60 lbs.

"An increase in said duty on wheat
flour, semolina, crushed or cracked
wheat, and similar wheat products not
specially provided for, from 78c per
100 lbs to \$1.04 per 100 lbs.

"A decrease in said duty on bran,
shorts, and by-product feeds obtained
in milling wheat (within the limit of
total decrease provided for in said act)
from 15 per centum ad valorem to 7½
per centum ad valorem."

STATEMENT EXPLAINS REASON FOR ACTION.

In explanation of his action the
President issued this statement:

"The Tariff Commission has submit-
ted to the President, pursuant to the
provisions of Section 316 of the Tariff
act of 1922, a report on wheat and
wheat products dutiable under para-
graphs 729 and 730 of the Tariff act of
the United States Tariff Commission to
increase or decrease these duties (as
well as any others in Title 1 of that
act), provided the investigation by the
Tariff Commission shows that such a
change is necessary to equalize the dif-
ference in costs of production between
the United States and the principal

competing country. The law authorizes
the President, in ascertaining the dif-
ference in costs of production, to take
into consideration also any advantages
or disadvantages in competition which
he may find to exist. It further pro-
vides that no proclamation shall be
issued until after the Tariff Commis-
sion has made its investigation, and
that changes in rates so proclaimed
shall not take effect until thirty days
after the date of the president's pro-
clamation.

"The Tariff Commission made the
investigation required by law expedi-
tiously. The desirability of an inves-
tigation of the wheat industry was
brought to the attention of the com-

ENLARGE CAMPBELL-TAGGART INTERESTS

Win M. Campbell, Alex Taggart and Associates Form Campbell-
Taggart Associated Bakeries to Operate Throughout Country.

Kansas City, Aug. 2.—The Camp-
bell-Taggart Associated Bakeries, Inc.,
with capital of \$3,000,000 in 7 per
cent preferred stock and 30,000 shares
of common stock of no par value has
been formed as a holding organization
for the Win M. Campbell-Alex Taggart
bakery interests. Announcement to
this effect was made today by Win
M. Campbell, who is chairman of the
board of the new corporation. Alex
Taggart, who joined Mr. Campbell last
year, will be president. J. W. Car-
ence, long an associate of Mr. Camp-
bell's, will be vice-president, and Clyde
Beck secretary and treasurer. O. W.
Miller and four others whose names
are yet to be announced will comprise
the directorate with the officers.

The Win M. Campbell Co., which
had a capital of \$500,000, has been dis-
solved, its successor being the larger
Campbell-Taggart Associated Bakeries,
Inc. The C. J. Patterson Corporation
will be the operating unit of the or-
ganization. C. J. Patterson, widely
known in the industry, is the head of
the C. J. Patterson organization, and
Mr. Carence and I. E. Madsen are
among those active with him. The
Patterson organization is the flour
buying unit of the Corporation and has
its headquarters in Kansas City.

TO OPERATE THROUGHOUT COUNTRY.

The Campbell-Taggart Associated
Bakeries, Inc., will start with a sub-
stantial interest in 10 bakery compan-
ies in all parts of the country, according

SIGNS FUTURES MEASURE

Bill Regulating Speculative Trading In
Grain Pits Will Become Effective
On November One.

Washington, Sept. 25.—The Presi-
dent last week signed the Grain Fu-
tures Act, which provides for the su-
pervision by the Secretary of Agricul-
ture of the trading in grain futures
in the Chicago Board of Trade and
other grain exchanges in the United
States. Concerning this Act, Secre-
tary of Agriculture Wallace issued the
following statement:

"The new law takes the place of the
regulatory provisions of the Future
Trading Act of August 24, 1921, which
were declared unconstitutional by the
Supreme Court of the United States
last May. In substance the new law
is the same as the old, but the new
law is based on the power of Congress
to regulate interstate commerce, while
the former statute was based on the
taxing power of Congress. The new
law does not become operative until
Nov. 1. As all of the exchanges were
fully acquainted with the requirements
of the former law, there should be no
difficulty or delay in complying with
the new law.

mission last November by Hon. Sidney
Anderson, President of the Wheat
Council of the United States.

EQUALIZE COSTS WITH CANADA.

"The President, therefore, in the
proclamation issued today has ascer-
tained and determined the rates of
duty necessary to equalize the differ-
ence in costs of production thus ascer-
tained between the United States and
the Dominion of Canada in the case of
wheat and wheat products and, there-
fore, proclaims as the new rates of
duty, 42c per bu of 60 lbs on wheat
(an increase over the present rate by
12c per bu), \$1.04 per 100 lbs on wheat
flour, semolina, crushed or cracked
wheat and similar wheat products (an
increase over the present rate of 26c
per 100 lbs), and a duty of 7½ per cent
(the maximum decrease permitted
under the law) on bran, shorts and by-
product feeds obtained in milling
wheat (a decrease of the present rate
of 7½ per cent)."

to Mr. Campbell. Contracts for the
erection of seven or eight other baker-
ies are already in hand. The plants
now included are in Missouri, Texas,
Michigan, Arkansas and Iowa. New
plants are now being erected at Grand
Rapids, Mich., and Waco, Tex.

The system of operation, it is stated,
is to choose promising young bakers,
plan and erect bakeries, furnish an
extensive service to them through the
C. J. Patterson Corporation, and ac-
quire a substantial stock interest in
each plant.

Win M. Campbell, the chairman of
the board, founded the Campbell Bak-
ing Co., out of which the present Con-
tinental Baking Corporation developed.

NEW BAKERIES IN K. C.

Manor Baking Co. Organized By Reed
A. Walker and Associates Erecting 5-
Oven Plant; Campbell To Add Unit.

Kansas City, May 18.—Announce-
ment was made last week of the or-
ganization of the Manor Baking Co.,
which already has under construction
a large bakery here. The original
capacity of the new plant will be
five ovens, but there will be space
for enlarging the capacity materially
as the business develops. The capital
of the new company, which is a Dela-
ware corporation, is \$350,000, of
which \$275,000 will be used in Kan-
sas City.

The Dawes Plan and International Trade

A Discussion by U.S. Department of Commerce on Reparations Settlements

THE ADOPTION of the Dawes report by the London conference has meant the conclusion of perhaps the greatest effort since the war to bring about financial stabilization in Germany and economic reorganization in Europe as a whole.

The stabilization of the European economic situation will result in a revival in world trade, in which our country is bound to have its share.

INTERNATIONAL TRADE 20% BELOW PRE-WAR TOTAL.

According to most recent estimates, the actual quantity of merchandise now entering into international trade is around only 80 per cent of pre-war figures. This slowness of business conditions which has persisted five years after the conclusion of the war is chiefly caused by the lowered standards of production and consumption over a large part of central and eastern Europe—an economic derangement which was awaiting a settlement of political problems.

MORE WORLD COMPETITION AND GREATER CONSUMPTION.

Naturally, European business stability will have as a result increased exports of European goods. This will bring with it sharper competition in outlying markets, but at the same time a raising of the consuming power of the entire world, particularly the disturbed areas of Europe, and the increased demands for goods will cause a general rise in the standard of living all over the world.

DIVERSE EFFECTS OF WAR.

The effects of the war on our trade with Europe have been diverse. On one hand, the collapse of

LARGER VOLUME OF STRAIGHT MOVING IN EXPORT TRADE.

The strong demand for clears for export has brought about an unusual position in the relative price position of clears and straight grade flours. One of the leading exporting millers of the Southwest points out that he has sold straight to Europe in the last week at a premium of only 35 cents a barrel over the level at which he worked clear to the Continent. This miller maintains that exporters in this country are stressing the sale of clear for export unduly and that not enough attention is being given to the sale of straight grade flour to Europe, as well as to the West Indies and Latin-American countries.

The best demand for straights in recent weeks out of the Southwest has come largely from the United Kingdom, where importers are actively bidding for hard winter wheat flour for the first time in several years. The United Kingdom obtained its requirements largely from Canada on the last crop, but the lower prices from this country are awakening English importers to the fact that the large surplus crop in the Southwest will make possible heavy shipments of flour to England and to Continental Europe.

However, millers should place more emphasis on their efforts to sell straight grade flour abroad. Clears will naturally move for export. Millers will profit from directing more of their energy toward the sale of more straights for export.

Russia and eastern Europe as a food-producing unit and the disorganization of agriculture in other parts of Europe have given rise to demands for grains and crude foodstuffs much larger in quantity as well as in value than before the war, while on the other hand the reduced productivity and purchasing power of Europe and the serious handicap of unsettled exchange have very materially curtailed Europe's purchases from us in other directions and have decidedly limited Europe's ability to export to us. Since 1920, however, our food exports to Europe have been steadily declining as agricultural conditions there improve, but this trade is still above the level of the immediate pre-war years. At the same time our exports of crude materials and partly or wholly manufactured products to Europe have been gradually gaining as industrial conditions there become more normal and stable. Nevertheless, there is evidence that stocks of many industrial materials are low. Any scheme of financial rehabilitation which will give rise to any marked increase in European purchasing power should cause, at least for the time, an increase in our exports of such material.

OLD WORLD CONSUMPTION MAY GROW.

European imports of foodstuffs have in many quarters been limited to mere necessities, and if an effective rehabilitation can be accomplished it will unquestionably be accompanied by larger food consumption as the purchasing power of the masses of the people increases. How this would affect exports of United States agricultural products would

NEW BAKERY COMBINATION UNDER WAY

Continental Baking Corporation Formed with Authorized Capital That May Reach \$600,000,000—United Bakeries the Nucleus.

New York, Nov. 10.—A new bakery merger, the Continental Baking Corporation, the greatest in America and one of the greatest corporations in the country, was announced here Friday by George G. Barber, treasurer and secretary of the United Bakeries Corporation. The announcement by Mr. Barber told of the formation in Maryland of the Continental Baking Corporation with himself as chairman of the board with an authorized capital of 2,000,000 shares of 8 per cent cumulative preferred stock with a par of \$100 a share, 2,000,000 shares of non-cumulative dividend Class A common stock without nominal or par value, and 2,000,000 shares of Class B common stock without nominal or par value.

It is estimated here that the authorized capital, together with the statement of Mr. Barber on the probable earnings, indicates a capitalization of \$600,000,000. The Barber statement says the company will operate bakeries from the Atlantic to the Pacific.

UNITED IS NUCLEUS OF MERGER.

That the United Bakeries Corporation will be the nucleus of the new merger is indicated by the fact that Mr. Barber is the chairman of the new company and by a letter mailed by George B. Smith, chairman of the board of the United, to stockholders from the executive offices of the latter, 512 Fifth avenue, New York City. In this letter Mr. Smith announces that he has accepted the proposal to convert his stock into the stock of the Continental Baking Corporation, and asks other stockholders to do likewise.

POINTS OUT GREAT OPPORTUNITIES.

"The business of baking bread and cake looms brightly on the horizon of business enterprise. It is classed high in the scale of industries in the United States, and yet the baking business is in its infancy. It is fundamental and should be attractive, because about 50 per cent of all the baked goods consumed in the United States is still baked in the home by the housewife. This presents opportunities for in-

creased business. It is a cash business and should suffer no inventory losses. It will grow in proportion as it serves the public and as larger and better service can be rendered by larger business organizations.

FROM ATLANTIC TO PACIFIC.

"The Continental Baking Corporation has been formed with large capital to take advantage of the many wonderful opportunities which will result from placing many bakeries under one and the same management, standardization of policy, system, manufacturing processes, co-ordination of advertising effort and large purchasing power. Many large centers are waiting for goods and service which a large company such as Continental Baking Corporation can and will render, so the company plans to engage in the baking business in large cities on the North American Continent located from the Atlantic to the Pacific.

BUYS A BIG CEREAL MILL

Standard Milling Co. Absorbs Plant of The H. O. Cereal Co. at Buffalo—Will Combine Cereal Activities.

New York, Dec. 8.—The Standard Milling Co. here has announced the completion of negotiations for the purchase of the H-O Cereal Co., Buffalo, N. Y., and Ayr, Canada, large manufacturers of oatmeal, other cereal breakfast foods and mixed feeds. The H-O company has very extensive distribution of its cereals and mixed feeds. The latter, a byproduct, nevertheless forms an important part of the business. It is understood that the purchase price was in the neighborhood of \$2,000,000.

TO MOVE HECKER PLANT.

The Standard Milling Co. proposes to consolidate the Hecker Cereal Co., with the H-O company, moving the Hecker plant from New York City to Buffalo. The H-O company recently enlarged its plant with a view towards increasing its output, and there is

plenty of space in the H-O plant to accommodate the machinery and other equipment that will be moved from the New York Hecker plant. The offices of the H-O company at Buffalo, which have heretofore been located in the mill, will be removed to the Genesee Building three, making more space for manufacturing facilities. An entire floor of the Genesee Bldg. will be occupied.

H-O COMPANY IS 50 YEARS OLD.

The H-O company was founded 50 years ago at Craigville, N. Y., for the manufacture of "Hornby's Oats," a name later contracted to "H-O." The company soon moved to Buffalo and afterwards brought out "Force" (Sunny Jim) Wheat Flakes and Presto Flour (self-rising). During the past several years, the principal advertising and merchandising efforts of the H-O Cereal Co. have centered largely in this country, on "H-O" and Presto Flour. In addition, a very large foreign business has been built up on

"Force" wheat flakes. The Hecker interests have also been active in merchandising on a national basis such brands as Hecker's Cream Farina and Hecker's Pancake Flour. Hecker's Cream Oats is another widely known brand.

FORM A BISCUIT MERGER

United Biscuit Co. Starts With Plants of the Sawyer and Union Companies in Chicago and St. Louis.

New York, Nov. 23.—Securities of another new bakery merger, this time a biscuit organization, were offered to the public last week. The new organization is the United Biscuit Co. and includes the Sawyer Biscuit Co., Chicago, and the Union Biscuit Co., St. Louis, having contracted to acquire all the common stocks of the two companies. K. F. MacLellan is president of the United company, which has been incorporated in Delaware.

GENERAL BAKING CO. INTO GREAT MERGER

New Corporation With 10,000,000 No Par Value Shares to Take Over Continental and Ward, Too—Will Have 157 Plants.

New York, Oct. 6.—Following a week of numerous reports and rumors of a new baking merger, details were completed Saturday for the incorporation at Baltimore of the General Baking Corporation, with 5,000,000 shares of Class A no par value stock and 5,000,000 shares of Class B no par value stock. The only definite information thus far known is that the new corporation will take over the General Baking Co., business of New York City, paying \$225 a share for the stock of this company. It is also understood here that the new corporation will later take over the Ward Baking Corporation of New York, and also the Continental Baking Corporation. It is declared, too, that the new organization will take over the Southern Baking Corporation later.

It is intimated here that several unnamed flour mill companies, including plants in the northwest, will be taken over by the new General Baking Corporation. Also, it is plan-

ned to absorb several other raw material concerns, including a yeast company, manufacturers of bread wrappers and other concerns of this character.

BETTER LOAF FOR SLICES

Sale of Sliced Bread to Stimulate Use of Quality Materials and Lessening of Absorption—Increase in Cost

Chicago, Sept. 30.—The sale of sliced bread by commercial bakers promises to stimulate the use of ingredients of a higher average quality and to discourage efforts to obtain maximum absorption in the doughs. This was indicated in discussions on sliced bread at the 1929 bakers' convention last week. Sliced bread was one of the outstanding subjects of interest at the convention. It was discussed before the session conducted by the American Society of Bakery Engineers and also by the Bakery Sales Promotion Association.

DECREE DISSOLVES WARD FOOD PRODUCTS CORPORATION

Anti-Trust Suit Ended by Agreement---Continental, Ward and General Baking Corporations Must Be Separately Owned---Joint Buying of Materials Prohibited---Limit on Purchases of Plants.

Baltimore, Md., April 5.—A sweeping consent decree dissolving the Ward Food Products Corporation and requiring complete separation of the ownership of the Ward Baking Corporation, the Continental Baking Corporation and the General Baking Corporation was entered in the United States District Court here Saturday. The decree follows the anti-trust suit filed by the government here February 8.

The decree enjoins the corporate defendants from acquiring, directly or in-

directly, stock in any baking corporation engaged in interstate commerce where the effect may be to lessen competition.

Also, the decree prohibits the corporations and their officers and employees from entering into any understanding for the joint purchase of materials.

A reduction from 5,000,000 to 2,000,000 shares of Class A stock is ordered made by the General Baking Corporation. This, together with the elimination of 20,000,000 shares of

Ward Food Products Corporation stock, means that the decree wipes out proposed stock issues of 23,000,000 shares.

Record for Day's Trading in Chicago Wheat Futures

CHICAGO, Oct. 28.—Trading in wheat futures on the Chicago Board of Trade Thursday, when the market broke sensationally and closed with a partial rally, reached 156,186,000 bus. This is a new high record for a day, according to L. A. Fitz, head of the office of the Grain Futures Administration in Chicago.

The previous record for a day was 159,587,000 bus on July 15, according to Mr. Fitz.

Trading in corn and oats was light.

The open interest in wheat futures in Chicago at the close Thursday was 235,392,000 bus. against 241,810,000 on the preceding day.

A. L. TAGGART TO MANOR

Noted Baker Joins Kansas City Bakery As President and Also Becomes Associated With Win Campbell Co.

Kansas City, June 8.—Announcement was made today by the Manor Baking Co., of Kansas City, owners of one of the finest bakeries in the United States, of the election of A. L. Taggart as president to succeed R. A. Walker. Mr. Taggart, who recently resigned as a vice-president of the Continental Baking Corporation in New York City, will also become associated with the Win Campbell Co., and with the C. J. Patterson Corporation in Kansas City, it was announced.

IN VIEWS ON MARKETS

Hoover Issues Statement on Developments in Finance and Trade—Points to Reduced World Wheat Harvest

Washington, Oct. 28.—President Hoover issued the following statement on markets, including grain, from the White House Friday:

"The fundamental business of the country, that is, the production and distribution of commodities, is on a sound and prosperous basis. The best evidence is that although production and consumption are at high levels, the average prices of commodities as a whole have not increased and there have been no appreciable increases in the stocks of manufactured goods. Moreover, there has been a tendency of wages to increase and the output per worker in many industries again shows an increase, all of which indicates a healthy condition.

AUNT JEMIMA MILLS TO QUAKER OATS CO.

Directors Recommend Acceptance of More Than \$3,600,000 for St. Joseph, Mo., Milling and Cereal Business—No Change in Location.

St. Joseph, Mo., Nov. 16.—Directors of the Aunt Jemima Mills Co., voted last week to recommend the sale of the business to the Quaker Oats Co., at a price that will approximate \$3,655,140, based on \$80 per share for the 33,273 shares of no par value common, and \$110 per share for the 9,030

share of preferred stock. A meeting of the stockholders will be held on Nov. 24 to vote on the recommendation of the directors, although holders of a majority of the outstanding stock have already indicated their approval of the sale.

An Economic Folly, President Says

Coolidge Attacks McNary-Haugen Farm Relief Bill from Many Angles in Exhaustive Veto Message



farmers.

WASHINGTON, Feb. 26.—Vetoing the McNary-Haugen farm relief bill Friday, President Coolidge sent a lengthy message to the Senate, where it originated, declaring its plans unworkable, discriminatory, dangerous, and unconstitutional, though admitting that something ought to be done to improve the position of

The principal points in the message, one of the longest ever issued with a veto from the White House, follows:

The measure discriminates definitely against products which make up what has been universally considered a program of safe farming. The bill upholds as ideals of American farming the men who grow cotton, corn, rice, swine, tobacco or wheat, and nothing else.

WHY NOT SIMILAR AID FOR OTHERS?

There is no reason why other industries—copper, coal, lumber, textiles, and others—in every occasional difficulty should not receive the same treatment by the government. Such action would establish bureaucracy on such a scale as to dominate not only the economic life, but the moral, social and political future of our people.

Revolutionary Surplus Control Proposals

The Outstanding Provisions of Latest McNary-Haugen Farm Commodity Bill



WASHINGTON—The "Surplus Control Act," as the McNary-Haugen measure is designated officially, undertakes far more than the establishment of the highly expensive and involved equalization fee plan for the control and disposition of farm crops. It would set up an organization to advise farmers on their crop plans and marketing; it would create advisory councils on each commodity, such as "The Wheat Advisory Council" put under control; it would authorize loans to co-operatives to control surplus crops at 4 per cent interest; it would even authorize loans to provide processing or milling machinery for producers, the limit of such loans not to be over \$25,000,000 and the limit on loans for marketing purposes up to \$250,000,000; it would authorize the creation of clearing house associations to aid in marketing, and empower the Federal Farm Board to be created to require the collection of fees from any handler of farm crops in the country.

An appropriation of \$400,000,000 is provided in the bill for the operation of the "surplus control" scheme.

AIMS TO PREVENT DEPRESSION FROM SURPLUSES

This is the preamble of the "Surplus Control Act":

"A bill to establish a Federal Farm Loan Board to aid in orderly marketing and in the control and disposition of the surplus of agricultural commodities in interstate and foreign commerce.

"In order to stabilize the current of interstate and foreign commerce in the marketing of agricultural commodities and to prevent existing suppression of commerce with foreign nations in such com-

modities and unjust discrimination against and undue restraints and burdens upon such foreign commerce in favor of interstate or intrastate commerce in such commodity, it is hereby declared to be the policy of the Congress to promote the orderly marketing of agricultural commodities in interstate and foreign commerce and to that end, through the execution of the provisions of this Act, to provide for the control and disposition of surpluses of such commodities, to preserve advantageous domestic markets for such commodities, to prevent such surpluses from unduly depressing the prices obtained for such commodities and from causing undue and excessive fluctuations in the markets for such commodities, to minimize speculation and waste in marketing such commodities, and to further the organization of producers of such commodities into co-operative associations."

BOARD WOULD ADVISE FARMERS ON PRODUCTION

The Federal Farm Board would consist of the Secretary of Agriculture as ex-officio member and 12 members, one from each Federal Land Bank district, to be named by the President with the approval of the Senate. The salary of each member would be \$10,000 a year with traveling expenses. A chairman would be named by the board annually.

Among the powers of the board would be the following:

"Shall advise producers through their organizations or otherwise in the development of suitable programs of planting or breeding in order that they may secure benefits."

Soft Wheat Premiums Record Sensational Rise—Abnormal Movement

SOFT winters provided the center of attention in the milling trade the past week. Premiums for soft winter wheat advanced to a new peak for the crop year, reaching the highest level in about two years. Prices for soft winter patents also advanced to a new high point. The upturn in soft wheat premiums amounted to fully 10c a bu for the week, and more than 15c within the past fortnight. Sales reached a top of about \$1.83 a bu for soft winters in St. Louis, around \$1.78 in Kansas City, and close to \$1.85 in Chicago.

Prices for soft winter flour advanced fully 50c a bbl for the week, a bulge of practically \$1 a bbl in the past fortnight, the result of the flurry in cash and future wheat and the recession in millfeed. Kansas City mills quoted soft winters around a top of \$9.50 a bbl for established brands, and above \$10, basis St. Louis.

The extraordinary rise in soft wheat premiums did not increase the flow of grain from farms of the soft wheat belt. Even offerings from inter-mountain territory were extremely light. Much wheat, as well as flour, has been attracted into the central states and southeast from mills of the west coast, particularly Washington and Oregon. Several sales of fairly large lots, 5,000 and 10,000 bbls, have been made from the Pacific Northwest to territory east of the Mississippi River since the remarkable flurry in soft wheat.

GENERAL MILLS, INC., IS FORMED TO UNITE LARGE MILLS

Washburn Crosby Units and Red Star Milling Co. of Wichita Consolidated in New Corporation
—James F. Bell Is the President—Roger S. Hurd Continues Red Star Head
—Harry G. Randall Kansas City Unit President

New York, June 25.—With the opening of this week, formal announcement was made of the organization of General Mills, Inc., as a merger of the Washburn Crosby Co., the largest flour milling company of the United States, and the Red Star Milling Co. of Wichita, one of the most successful flour milling companies of the Southwest. The merger, the third announced among the larger mills of the United States in the last two years, will make General Mills, Inc., the largest flour milling company in the world.

THE OFFICERS AND DIRECTORS

The officers and directors, it is announced, will be as follows:

James F. Bell, president, General Mills, Inc.

Franklin M. Crosby, vice-president, General Mills, Inc.

Donald D. Davis, vice-president and treasurer, General Mills, Inc.

C. C. Bovey, president, Washburn

Crosby Units of Minnesota, Chicago, and Louisville.

F. F. Henry, president, Washburn Crosby Unit of Buffalo.

Roger S. Hurd, president, Red Star Milling Unit of Kansas.

Frank J. Morley, of Kingman, Cross, Morley & Cant.

Harry G. Randall, president, Washburn Crosby Unit of Kansas City.

J. W. Sherwood, president, General Mills Western Units.

Stanley A. Russell, vice-president, the National City Co., New York City.

JOHN CROSBY NOT ON NEW BOARD

It is significant that John Crosby, now chairman of the board of the Washburn Crosby Co., is not listed as an officer or director of the new company, General Mills, Inc.

Also, Fred G. Atkinson, a director of Washburn Crosby Co., W. H. Bovey, J. H. Mulliken, and H. R. McLaughlin, general sales manager, who had been

Washburn Crosby Co. directors, are not listed as directors or officers of the new organization.

BIG SPURT IN FUTURES

Open Interest Increases 18,852,000
Bus in Week on Four Markets—
Chicago, 160,005,000 Bus

A sensational increase, amounting to 18,852,000 bus, occurred in the open interest in wheat futures on the four leading markets of the country last week. The expansion reflects the great increase in operations in futures, which scored very sharp advances last week.

MANY FACTORS CUT FLOUR CONSUMPTION

Larger Buying Power of Wages and Shift to Cities Among Reasons for Decreases, Agricultural Department Says in Analysis.

Washington, May 17.—Owing to the great interest aroused by recent estimates of the Department of Agriculture on the decreases in flour consumption in the United States, its economists have prepared a statement outlining some of the reasons which they believe are behind the change. The decreases, as reported in Washington correspondence to The Southwestern Miller some weeks ago, were given as 16 per cent per person below

the pre-war years and 24 per cent below 1879, the earliest year for which statistics are available.

From 1879 to 1909 there was a slight gradual decline, amounting to about two-tenths of 1 per cent a year. From 1914 to 1921 there was a much more rapid decline, which averaged more than 2 per cent a year. Since 1921 the consumption per person has remained approximately the same.

A NEW BISCUIT MERGER

United Biscuit Co. Announces Plan to Reincorporate and Acquire Six Additional Plants—More Capital

Chicago, Nov. 7.—Acquisition by the United Biscuit Co. of six companies operating in about 20 states, the formation of a new corporation as a part of the consolidation plan, and the sale of \$4,000,000 debenture bonds, 20,000 shares of preferred and 110,000 shares of common stock of the new company, are proposed in a letter which has been sent to stockholders of the United Biscuit Co., calling a special meeting of stockholders Nov. 12 to act on the plan as determined upon by the directors.

PLANTS IN NEW MERGER

The new corporation will purchase the business of the Strietmann Biscuit Co. of Cincinnati; the Felber Biscuit Co. of Columbus, O.; the Manchester Biscuit Co. of Sioux Falls, S. D.; the Manchester Biscuit Co. of Fargo, N. D.; the Merchants Biscuit Co. of Denver, and the Chicago Carton Co., manufacturers of cartons.

The United Biscuit Co. now operates the Union Biscuit Co., the Sawyer Biscuit Co. and the Lakeside Biscuit Co.

DRIVE ON BAKERY EVILS

American Bakers' Association to Report Further on Campaign to Eliminate Abuses—List of Officers

Chicago, Dec. 3.—The committee on trade relations of the American Bakers' Association will shortly issue an extensive report on the association's campaign against trade abuses. This is announced by the association in a brief report of the recent meetings of its board of governors.

EVILS TO BE COVERED IN DETAIL

The detailed report, it is stated, will cover the recommendations of the trade practice conference of the baking industry last September against these abuses:

- Return of bread.
- Free bread.
- Free or semi-free coupons.
- Premiums, discounts, secret rebates.

FARM BOARD SPONSORS FARMERS' GRAIN CORP.

Organization of Corporation as National Selling Agency With \$20,000,000 of Authorized Capital Decided Upon After Conference Between Federal Board and Grain Co-Operatives—Shares to Be Sold to Farmers—W. H. Settle of Indianapolis Is Named Chairman

CHICAGO, July 29.—Formation of the Farmers National Grain Corp., with an authorized capital of \$20,000,000 and an initial capital of \$10,000,000, was decided upon in Chicago Saturday after conferences between farmers' co-operative grain marketing associations and the Federal Farm Board. Fifty representatives of co-operative bodies took part

in the conferences, which were held Friday and Saturday. The organization was suggested by the Federal Farm Board as an agency to unify marketing of the various farmers' co-operative marketing groups over the country, which are said to control 6,000 or more farmers' elevators and which are said to have a membership of about 650,000. Also, the corporation

will be the agent through which co-operatives may obtain grain loans from the Federal Farm Board.

Miss Lucy Hennon of Lima, Ohio, general manager of the Ohio Equity Exchange Co. of Lima, suggested the name—the Farmers' National Grain Corp.

HUGE TRADING IN WHEAT

Chicago Market Alone Reports Dealings of 761,190,000 Bus in Futures—Open Interest Increased Sharply

Probably all previous records in the history of American wheat futures trading were broken on grain exchanges last week. In Chicago alone the dealings for the week reached 761,190,000 bus. The total for the four leading markets aggregated 902,426,000 bus, or almost four times that of a year ago.

For the week ending July 20, 1929, the volume of sales of wheat for future delivery (one side only) on the six principal markets, as reported by the Grain Futures Administration, subject to corrections of minor importance, follows in thousands of bus:

	Last Week	Previous Week	Year Ago
Chicago	761,190	448,321	199,853
Chi. Open Bd..	16,804	13,037	7,520
Kansas City ...	48,133	28,338	20,469
Minneapolis ...	60,288	38,969	10,442
*Duluth	14,902	8,702	2,862
St. Louis	1,109	544	720
Total 6 mkt.s.	902,426	537,911	241,866

FEDERAL FARM BOARD MEASURE A LAW

President Hoover Signs Farm Relief Bill After Passage in Congress—Details to Be Worked Out by the Farm Board

[The major provisions of the Federal Farm Board Act, including the complete stabilization sections, are presented on Page 27 of this issue of The Southwestern Miller.]

Washington, June 17.—The Federal Farm Board Act is a law. After favorable votes were taken on it Friday by the Senate and on Thursday by the House, President Hoover affixed his signature to the measure Saturday. The law was signed by President Hoover in the presence of a group of members of Congress, including Speaker Longworth, and with Vice-President Curtis and Secretary of Agriculture Hyde as among the other witnesses.

NEXT STEP TO NAME BOARD MEMBERS
President Hoover has before him a long list of recommendations for membership on the board, and is being urged to act quickly in naming the

board in order to avoid delay in giving the country an idea of what it may expect from the law.

FINAL HOUSE VOTE 250 TO 113

However, on Thursday of last week the House voted 250 to 113 to reject the Senate's export debenture amendment, placing itself definitely on record for the Federal Farm Board Act as finally passed and signed by President Hoover.

START BY CONGRESS ON APRIL 15

President Hoover convened Congress in special session April 15 to enact the farm relief bill primarily. Congress has since been debating on it. Farm relief has been before Congress since the inception of post-war agricultural deflation in 1920.

FLEISCHMANN IN HUGE FOOD COMBINATION

J. P. Morgan & Co. Forming \$430,000,000 Holding Company With Baking Powder and Other Concerns—Other Units Mentioned

New York, June 24.—J. P. Morgan & Co., internationally famous banking house, has announced that it is forming a food products merger through a holding company that will include the Fleischmann Co., the Royal Baking Powder Co., E. W. Gillett Co., Ltd., and Chase & Sanborn. A total of about

\$430,000,000 in capital will be involved. No name has yet been selected for the company. The Gillett company is the largest producer of baking powder in Canada, Chase & Sanborn is a great coffee house, and the Fleischmann company is a great distributor of yeast.

SUSPENSION OF UNFAIR RATES ORDERED

Interstate Commerce Commission Stops Proposed Reduction on Flour From Northwest to East Until Dec. 23, 1926, Heeding Protests.

**THE BEST
YOU CAN MAKE...**

BECOMES THE BEST WE CAN BAKE.

Thanks to America's milling and baking industry.

Our sincerest congratulations
and best wishes
for long and continued success
to Milling & Baking News on your 60th year,
publishing one of America's
most respected trade journals.

FROM ITT-CONTINENTAL BAKING COMPANY

Bakers of Wonder® Bread, Hostess® Cakes and Home Pride® Bread.
Partners in Progress with the Baking Industry.

Right then...still right today

GIANT FILTER

Packaged and

Assembled

**This ad is
11 years old - but
THE FILTER IS STILL
AHEAD OF COMPETITION**

and the improvements we've made over the years can be retrofitted to any Kice Filter since 1965 to keep it even further ahead...when you need Skilled Air Systems, you can depend on Kice!



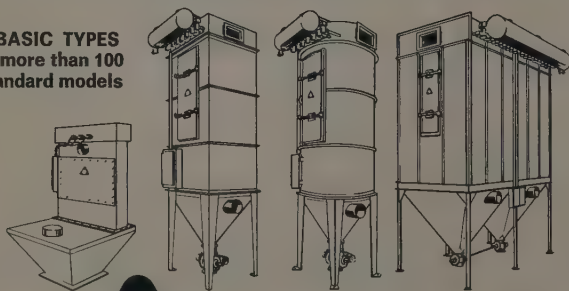
The above 40,000 cfm Kice Filter is the fourth DynaJet built for this progressive multi-plant company. The filter was built, pre-assembled and tested at the Kice factory in Wichita, then shipped by rail to the West Coast, unloaded by a large crane which set it in place on the mill roof, ready to operate with a minimum of on-site labor. Estimated savings amounted to more than \$5,000 and ten days of critical time. This is another example of why Kice customers keep coming back again, and again, and again. Many have purchased ten or more major DynaJet filters, both packaged and field erected types.

- ① The basic filter unit with 288 ten-foot filter bags in place; all valves and controls connected and tested, special inlet ducts at each end, outlet duct connections through the roof; even the catwalks and rails installed.
- ② Hopper — 32 feet long with structural frame and legs, conveyor, airlock, and drive completely assembled. (Shown upside down in photo.)
- ③ Clean air return fitting (engineered especially for this system) ready to bolt in place on the filter roof and connect to large circular duct to carry air back to the mill.

"Skilled Air for Industry"

KICE for FILTER/COLLECTORS ...and 'most everything else for industrial air systems.

4 BASIC TYPES
— more than 100
standard models



Kice DynaJet Filter/Collectors are proven by literally hundreds of applications since 1965, covering a wide variety of conditions from coast to coast and with capacities from a few hundred to 150,000 cfm. Kice patents cover the DynaJet method of cleaning filter bags with direct reverse jets of oil-free, unsaturated, medium pressure air (below 15 P.S.I.) that does not foul the bags internally. The DynaJet is also inherently safe with a non-electric sequencing and timing control system.

Exceptional capability in air pollution control is only one phase of total "Skilled Air Technology," the field in which Kice has specialized for three generations. Other phases include pneumatic conveying and process air applications. Kice Skilled Air Systems often combine processing functions with pneumatic conveying and dust control. Through coordination of these skills Kice customers enjoy advantages in system simplicity, sanitation and performance with savings in power, space and maintenance. If you are considering air for any industrial use, contact Kice.

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...thousands
today!

← Still the
best and
still the
safest!

← Proven
benefits
over the
years...
(36 years!)

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Phone: 316-267-4281



If a flour makes good bread in a real bakery, it's a good flour. That's the last test.

Pillsbury has built a real bakery with a commercial high speed mixer, divider, rounder, automatic proofer, moulder, steam box and oven. Every day this practical bakery tries out Pillsbury's Flour for you—uses it just as you use it, under average bake-shop conditions.

When you get Pillsbury's Flour you can know in advance that it will behave as it should—in the same way every day. This cuts costs—you can produce a better loaf at a better profit.

PILLSBURY'S

B A K E R Y F L O U R S

This ad loaned from the Dick Ferrell Collection.

Congratulations to Milling and Baking News

In 60 years a lot of things can happen, but in business they "happen" better through sound management and a genuine concern for the people served.

In the history of Milling and Baking News, as in the history of the Staley Co., these principles have helped nourish a lasting growth. For a manufacturer

like Staley, this is easily seen in the construction of new plants, new products, and ever increasing additions to staff.

For the publisher however, "growth" is all too frequently seen only in terms of pages and circulation, not in the equally important area of reader loyalty, which quietly grows as an

allegiance to the publisher's "product" of accuracy, timeliness, and integrity.

Our industry has greatly benefited from the efforts and ideals of Milling and Baking News. So from one "old timer" to another, congratulations and thanks for the first 60, and best wishes for the next. We hope to keep pace.

THE WAY WE WERE. . .



One of our first Delivery Trucks.



Two views of original Staley plant, Decatur, Illinois

AND NOW. . .



Top Photo: Staley Headquarters, Decatur, Illinois
Bottom Photo: Morrisville, Pennsylvania Plant



Night view of Lafayette, Indiana Plant

Plant under construction in Loudon, Tennessee



Staley

A.E. Staley Manufacturing Co.
Decatur, Illinois 62525

THE NINETEEN THIRTIES

Before *The Southwestern Miller* began its second decade, the United States was afflicted with the worst economic depression in the nation's history. Hard times were nothing new to Kansas, Nebraska, Oklahoma and Texas wheat growers, but the bad economy of the Hoover era and early New Deal years was compounded by drouth. Dust storms blew good Southwestern topsoil all the way to the Atlantic as fields plowed during the Great War dried up in the searing summer heat of the mid-1930's.

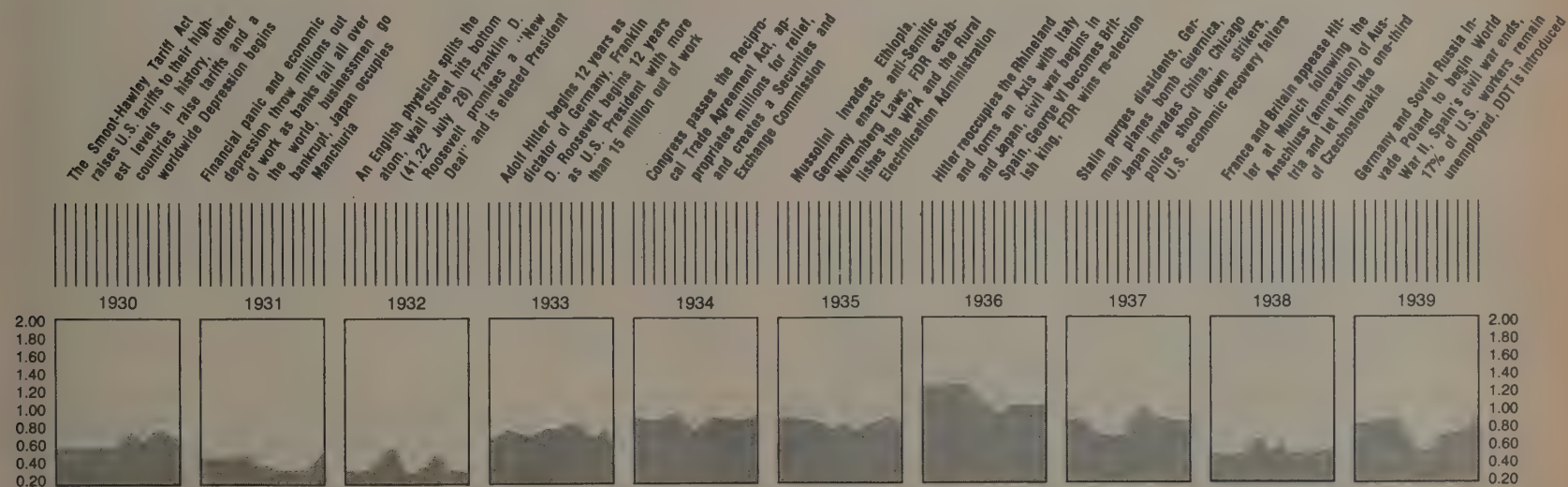
Other publications filled their pages with accounts of new wars — in Ethiopia, in Spain, in South America, in China — as right-wing dictatorships established themselves in Europe, Japan and Latin America. Inevitably, those conflicts affected (the jargon word "impacted", would come later) the grain industry and found mention in the pages of *The Southwestern Miller*, but the focus was on milling and baking.

Wars affected the business; other factors had even greater impact, and the pages of the publication chronicled the rise and fall of the A.A.A., the N.R.A., and the other New Deal efforts to revive the sagging economy. The Depression years were difficult times for milling particularly, and the industry continued to experience a decrease in number of plants.

It is axiomatic that publications fail to cover all the major events, at least as they may be judged in the hindsight of history. Some important change in milling or baking whose significance will someday be obvious may well be under way at this very moment; yet, who has the prescience to know what that change is? Commercially sliced bread was first introduced in 1927; the first mention of sliced bread in *The Southwestern Miller* came October 1, 1929. Among the

innovations of the 1930's missed by the publications were Ballard Biscuits (introduced in 1932); Ritz Crackers (introduced in 1933); the 1933 Pennsylvania state law requiring periodic inspection of bakeries producing crackers, pasta, and snack foods (hence the "Reg. Penna. Dept. Agr." wording that appears on most such packages, wherever sold; the first use of "Betty Crocker" by General Mills in 1936; and the birth of Pepperidge Farm bread in 1937. In the supermarkets that were replacing grocery stores in much of this country, and in the world that was the focus of this publication, those names would loom large in the years ahead.

In the larger world, the end of the decade brought war to Europe and a growing realization in America that there were worse things even than unemployment, deflation, drouth and cut-throat competition.



(Continued from 1920) published, prices averaged \$1.17 per bu, marking the midpoint in the sharp drop in prices for commodities during the agricultural depression of the early 1920's. The all-time low for wheat in the history of this journal came at the bottom of the Great Depression in (Continued - 1940)



PRESIDENT MAKES NEW TARIFF MEASURE A LAW

Measure Signed by Hoover After Final Passage by Senate and House—Current Wheat and Flour Rates Basic—Alteration in Milling-in-Bond Regulations after 90 Days—Millfeed Duty Up from 7.5 to 10 Per Cent

Washington, June 17.—President Hoover signed the Hawley-Smoot tariff bill at 12:59, Washington time, making it a law.

WASHINGTON, June 16.—By a vote of 222 to 153, the House passed the Hawley-Smoot tariff bill Saturday afternoon. The House action followed the vote of 44 to 42 for the bill in the Senate Fri-

day. Today President Hoover issued a statement in which he announced that he would sign the measure. Thus, the Hawley-Smoot bill will supersede the Tariff Act of 1922 as soon as President Hoover's signature has been affixed to it.

MILLING-IN-BOND CHANGE IN 90 DAYS

The bill provides that it go into effect on the day that it is approved, and President Hoover is expected to sign it any hour now. One of the ex-

ceptional provisions of the bill so far as the effective date is concerned involves the change in the milling-in-bond rules under which a duty equal to the preferential tariff will be levied on wheat when the flour made from it is exported to a country granting a preference on American flour. The new milling-in-bond rule will apply only on flour made from wheat imported after 90 days following the enactment of the new measure.

Liverpool Market at Lowest Point Since 1593

WASHINGTON, Feb. 9.—Publication on Friday of testimony by Chairman Legge of the Federal Farm Board before recent Congressional hearings discloses that the board ordered a study of wheat prices in Liverpool when the Uhlmann Grain Co. of Chicago stated that wheat in Liverpool had reached the lowest level in 350 years.

CODE FOR BAKERS WOULD HALT RETURNS

Record Number Draft Code Under A. A. A. and N. I. R. A.—Pies Excepted—Rules on Hours and Wages—A National Council

Chicago, Aug. 14.—With about 1,000 bakers, a record number at one gathering, from all parts of the United States attending and with two general sessions that lasted past midnight at the Masonic temple, a code for the baking industry was harmoniously drafted in Chicago last week. The sessions into midnight were on Thursday and Friday, and on Saturday committee meetings were held. Then a special committee went to Washington to submit the code to the A. A. A. and the N. R. A.

One of the principal provisions of the code calls for the elimination of

stale returns, a change long sought by the baking industry, except in the case of pies.

FOR NATIONAL BAKERS' COUNCIL

A national bakers' council would be set up under the code to take charge of its administration, with 16 members of all classes of bakers and from all districts. Established state, local and group associations would help on administration.

To insure against sales below cost, every baker shall be subject to the furnishing of data on a form to be provided covering his costs.

mitted, a plan of enforcement was not presented. No man could have foreseen the present situation, which need not be delineated here. Had that been possible, we believe that few if any would have voted for the amendment.

"In the presence of the many unsatisfactory conditions, our legislators should not continue to deny the people an opportunity to vote on a change in the political Eighteenth Amendment which has been a big factor in undermining our economic structure.

OFF 34 POINTS IN YEAR

Farm Prices Show Severe Declines from 1929—Grain Averages 36 Points Lower, Wheat Down Relatively More

Washington, Nov. 3.—Compared with a year ago, grain prices in the United States Oct. 15 averaged 36 per cent lower, while the general farm price index was down 34 points. This is shown in the latest study of farm prices by economists of the Department of Agriculture.

GENERAL INDEX LOWEST SINCE 1915

The general level of farm prices declined 5 points from Sept. 15 to Oct. 15, and at 106, the index on the latter date was 34 points lower than a year ago, and at the lowest October level since 1915, according to the Bureau of Agricultural Economics.

Farm prices of practically all commodities except hay, veal calves, and eggs shared in the general decline from Sept. 15 to Oct. 15. Hay prices were practically unchanged; veal calves advanced slightly; egg prices showed considerably less than the usual seasonal advance for the period.

STRIKE ON LOW PRICES

Farmers Resist Selling of Products Owing to Inadequate Returns—Minnesota's Governor Would Help

Chicago, Aug. 23.—Leaders of the farmers' strike movement against low prices for farm products are gaining scattered adherents, but their campaign is not a major market force, at least not yet. It is influencing the holding of wheat in the Northwest to a degree. From North Dakota it is reported that the strike leaders are urging holding for \$1 a bu. The Northwest movement is being restricted by the unwillingness of farmers to accept current prices, the strike only adding here and there to the holding tendency.

AGAINST PUBLIC BREAD LINES

Washington, Oct. 26.—Public bread lines to aid unemployed should be avoided, the Committee on Administration of the President's Organization on Unemployment Relief has decided.

"We urge an endeavor to preserve the independence and self-respect of the unemployed through avoidance of public bread lines, soup kitchens, and public distributions of food and clothing," the committee says. "Where such projects are conducted by commercial or other organizations primarily or indirectly as a means of self-advertising, they are particularly objectionable and should be condemned by public opinion. Relief to families should wherever possible be suited to their individual needs, and given in their own homes. Unemployed men with special problems should receive personal attention. Where feeding stations or other types of mass care become necessary, the facilities should be such as to ensure as much privacy as possible."

BOARD INTO NEW HOME

Chicago Grain Exchange to Hold Only Two-Hour Session June 9 During Dedication of New Structure

Chicago, June 2.—The market session of the Chicago Board of Trade next Monday, June 9, will be shortened to two hours in connection with the

formal dedicatory services of the new home of the exchange on that day. Trading will start at 10 and close at 12 o'clock.

PLAN PARADE AND BANQUET

The opening will be preceded by a parade led by the Board of Trade American Legion Drum and Bugle Corps from the temporary quarters on South Clark Street to the new edifice at the head of La Salle Street. The board of trade will hold "open house" throughout the day. Admission will be by ticket. The ceremonies will culminate in the evening at a banquet at the Stevens hotel. Accommodations have been made for nearly 2,500 members and guests at the banquet.

BOARD FOR 'DRY' CHANGE

Vote on Eighteenth Amendment Asked by Directors of Cincinnati Board of Trade in Letters to Congress

Cincinnati, Oct. 26.—A request for a vote on the Eighteenth Amendment is being sent to Congress by the Cincinnati Board of Trade. In a letter to Ohio's senators and to the representatives from the Cincinnati district, the Cincinnati Board of Trade questions the theory of the prohibition amendment and holds that from an economic standpoint the people of the United States should be permitted to vote on its repeal.

"In our opinion the prohibition question is political in so far as the people of these United States are deprived of the privilege of effectively voicing themselves in the matter after more than 10 years of the 'Unsuccessful Experiment.' We believe that our legislators should no longer decline to respect the demand from all sides.

"We are also of the opinion that the theory is erroneous that a plan for handling alcoholic beverages must be perfected before the question may be submitted.

"Permit us to remind you that when the Eighteenth Amendment was sub-

SMALLEST TOTAL WHEAT CROP SINCE 1896

July Official Report Points to Combined Harvest of 495,681,000 Bus —Bread Spring Yield Estimated at Only 142,338,000 Bus

Washington, July 11.—One of the most sensational reports on wheat condition and production in the United States was issued Monday by the Department of Agriculture, which forecast an aggregate outturn of all wheat of only 495,681,000 bus on the basis of the July 1 stand. This represents the smallest American wheat harvest since 1896, 37 years ago, when the total harvest was only 428,000,000 bus.

The winter wheat crop was placed at 335,767,000 bus, compared with 341,017,000 bus a month ago, 462,000,000 bus a year ago and 787,000,000 bus in 1931, the record winter wheat harvest. The crop of winter wheat is 254,000,000 bus less than the five-year average of 1926-1930.

BREAD SPRING OFF 82,398,000 FROM 1932 The bread spring wheat crop was estimated at 142,338,000 bus, a shrinkage of 82,398,000 bus from the final outturn a year ago, and 63,285,000 bus less than the five-year average. For

durum wheat the government placed the yield at 17,576,000 bus, compared with 39,868,000 bus a year ago, 20,712,000 bus two years ago and 57,719,000 bus three years ago. This makes a total spring wheat crop in the United States of 159,914,000 bus, compared with 265,000,000 bus a year ago, 113,000,000 bus, the record short harvest in 1931, and 258,000,000 bus three years ago. The biggest spring wheat crop in recent years was in 1923, when 336,000,000 bus were garnered, while the record crop was 356,000,000 bus in 1918.

DECREASE IN SPRING WHEAT ACREAGE

Acres for harvest of spring wheat other than durum was estimated at 15,577,000 acres, a decrease of 11.8% from that harvested last year, and about 2% below the five-year average. Sharp decreases in acreage were shown in the principal spring wheat territory, due largely to abandonment before July 1.

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★★★★ QUALITY: With Gem of the West Wheat Gluten you get consistently high standards. Uniformity you can trust.

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A. A. A. CONCENTRATES ON DROUTH RELIEF

Wheat Tax and Subsidy Planning Is Deferred For Aid to Dry Areas and Light on Outcome of Critically Dry Situation

Washington, May 29.—Drouth relief problems have temporarily superseded other activities of the A. A. A. in planning for the agricultural industry of the United States. With the wheat market reflecting great concern over the outlook for the new harvest, the A. A. A. has been forced to suspend consideration of Pacific Northwest subsidy plans and also processing tax proposals on the new crop pending further definite information on the new harvest and further adjustments of prices to the changed situation.

Naturally, tax and subsidy plans await the outcome of the harvests, and the indications of prices on the new crop. The A. A. A. recognizes that important changes in the production outlook are occurring to a degree that may alter its earlier tax and subsidy plans.

CORN AND MILLFEED FOR RELIEF

It was stated at the A. A. A. that continuation of the drouth will mean additional purchases of corn and mill-

feed for relief purposes in the drouth-stricken districts. Some corn and millfeed for relief were purchased last week. With the availability of Federal Relief Administration funds, the relief for drouth purposes is expected to be more liberal than ever.

SPECIAL MEASURES BY A. A. A. STARTED

The A. A. A. announced that it would speed up final payments on wheat adjustment contracts and also checks on corn-hog contracts. In addition, it instituted a series of modifications of A. A. A. limitations on planting of crops under its adjustment contracts with wheat, corn-hog and tobacco farmers in drouth areas, which are most serious in the Northwest.

NATIONAL DROUTH DIRECTOR NAMED

Dr. E. W. Sheets has been named national drouth director to handle problems of drouth relief. He is expected to arrive in Minneapolis today to consider drouth measures, including large purchases of cattle, forage crop planting and feed purchases.

FARM POPULATION PEAK

Record of 32,509,000 on Farms Jan. 1 Against 32,242,000 Year Ago—Births Major Factor—More Move to Cities Than Back to Farms

Washington, April 2.—The farm population of the United States reached a new high, estimated at 32,509,000 persons on Jan. 1, 1934, the Bureau of Agricultural Economics estimates. A year ago the total was estimated at 32,242,000.

The increase is attributed principally to an excess of births over deaths, since more people left farms for cities than went from cities to farms last year.

A surplus of 494,000 births over deaths more than offset the decrease in migration to farms.

The net city-bound movement was most pronounced in the west south central, south Atlantic and west north central states; only the New England and middle Atlantic states showed an increase in the net farm-bound movement.

DECREASE IN FARM-BOUND MIGRATION

The number of persons who moved from cities, towns and villages to farms last year was 951,000, whereas 1,178,000 persons moved from farms to cities, towns and villages. The farm-bound movement in 1932 totaled 1,544,000 persons, and the city-bound movement 1,011,000 persons.

During 1933 there was a net migration away from farms of 227,000 persons, whereas during the three preceding depression years the net migration was in the opposite direction, and reached a peak in 1932 when 533,000 more persons arrived at farms from cities, towns and villages than left farms for other places of residence.

Farmers in the bureau's survey indicated that the farm to city movement last year was composed largely of former city residents, and of farm people forced to move off the land because of mortgage foreclosures, assignments for debt settlement, and tax sales. There was no noticeable migration of farm-born young people to towns and cities in search of employment for the first time.

COMPARATIVE ESTIMATES BY DIVISIONS

The bureau estimates the farm population, by geographic divisions, as follows:

	Jan. 1, 1934	Jan. 1, 1933
New England....	593,000	588,000
Middle Atlantic...	1,823,000	1,808,000
E. north central.	4,855,000	4,822,000
W. north central.	5,301,000	5,264,000
South Atlantic ..	6,274,000	6,212,000
E. south central.	5,549,000	5,472,000
W. south central.	5,715,000	5,682,000
Mountain	1,188,000	1,186,000
Pacific	1,211,000	1,208,000
	32,509,000	32,242,000

DELAY ON FARM DEBTS

With United Opposition to Foreclosure Sales Growing, Farmers Receive More Time in Many Cases

Kansas City, Jan. 31.—From Missouri, Kansas, Nebraska, Minnesota, Ohio, Iowa, and other states, scattered reports in the last week told of united resistance among farmers to foreclosure sales of farm land and property. In cases, the sales proceeded with insignificant prices bid and the property returned by the buyers to the debt-ridden farmers.

A rather sensational announcement was made from New York yesterday to the effect that the New York Life Insurance Co. would suspend foreclosure actions on farms in Iowa "pending further consideration of the farmers' difficulties by the legislature of that state."

In grain market circles, the resistance to foreclosures is looked upon as a possible deterrent to grain marketing, as financial pressure to sell may be reduced.

* * *

A RULING FOR 'BISQUICK'

Federal Judge Davis Signs Decree on a Stipulation Holding That Name Is Common Law Trademark

St. Louis, June 12.—In a decree signed by Federal Judge Davis here Saturday in accordance with a stipulation, the Commander-Larabee Cereal Co. of Kansas City was enjoined from using "Kwik-Bis-Kit" or "Quick Biscuit" on packages or in advertising a specially prepared biscuit flour. Commander-Larabee is also enjoined from using the words quick or "kwik" in its advertising and also must not use the expression "one minute from package to pan."

FOR REVIVAL OF EXPORT-IMPORT BUSINESS

Roosevelt Asks Congress for Power to Alter Tariffs and Negotiate Reciprocal Trade Treaties—Endorsed by Flour Milling Industry

Washington, March 5.—Through a special message sent to Congress, together with an administration-sponsored bill to amend the Tariff Act of 1930, President Roosevelt moved Friday to pave the way for a new and sweeping international trade policy to revive American export and import business. The plans proposed by the President which are designed to help agriculture particularly, have already brought many messages of approval to Washington from the American flour milling industry, which has been one of the heaviest losers in export flour trade in recent years.

BROAD POWERS FOR PREIDENT

In the bill that was introduced the President is given power to lower or raise existing duties by 50% in negotiating reciprocal treaties and to enter into foreign trade agreements with foreign governments. Every agreement thus made would be subject to termination after three years and then after six months' notice.

MUST BE READY FOR QUICK ACTION

It is necessary to be prepared for quick action to deal with the problem of international trade the President said in his message, and a small degree of authority in the hands of the chief executive would be ineffective. "I would emphasize that quick results are not to be expected," the President also said.

WOULD TRANSFER POWER TO BOARD

One of the first objections raised to the new proposals are that the tariff and treaty powers involved should not be concentrated in the hands of one official. It has been suggested that a board should be created to handle the tariff changes.

PROTESTS ON WHEAT CLAUSE CHANGE

Some protests are already reaching Washington from millers on the change proposed on Sec. 311 of the Tariff Act of 1930 on wheat.

* * *

HOPE FROM "NEW DEAL"

President Carey of Chicago Board of Trade Voices Confidence in Roosevelt on Powers and Farm Legislation

Chicago, April 10.—Confidence in the constructive use of the powers the Roosevelt administration is seeking for the betterment of agriculture and business at large was voiced here last week by President Peter B. Carey of the Chicago Board of Trade. Mr. Carey, speaking before the Society of Grain Elevator Superintendents of North America, also said he believed that markets for farm products would be kept liquid and free of crippling restrictions under new agricultural legislation.

"I need not tell you men how desperate conditions have been in the grain trade," Mr. Carey said. "But those conditions have been almost universal. There is, however, a new hope, a new spirit of courage not before apparent in the past year."

FREE FROM CRIPPLING RESTRICTIONS

"I believe that in the enforcement of any new laws governing agriculture, the Washington administration, fully conscious of the mistakes of the farm board, will avoid price-fixing, and will keep the markets for farm products broad and liquid and free of crippling restrictions, so that such markets may invite back the great investment and speculative support that once carried the surpluses from crop to crop at prices which meant farmer prosperity, and which enabled markets to distribute these surpluses abroad expeditiously, and profitably to agriculture."

"As to the grain trade, specifically, I believe the bottom has been plumbed in our depression, and that with the helpful co-operation of the new administration we shall see better times, higher prices and happy conditions throughout the vast grain belt of the nation."

Federal Relief Rolls Reach Total Of 17,100,000

WASHINGTON, Oct. 15.—According to Harry Hopkins, administrator of the Federal Emergency Relief Administration, the total number of families on relief rolls in August reached about 4,000,000, or more than 17,100,000 persons. This is at the rate of 4.4 persons per family. The relief rolls are expected to rise on account of the drouth, and may return to the record of 4,700,000 families reported in April, 1934. The July total was 3,800,000 families.

The relief rolls are playing an important part in the trade in foodstuffs, including flour.



Commerce Bank's extensive involvement in grain, milling and related industries makes us the leading commodities bank in Kansas City, and one of the leaders in the nation. No one understands grain, milling, baking and banking better! Shouldn't your bank be Commerce?

What can we do for you?

Commerce Bank
of Kansas City MEMBER FDIC

10th & Walnut, Kansas City, Missouri 816-234-2000

CANADA ADOPTS MODIFIED WHEAT BOARD PLAN

Measure Setting Up Marketing Agency to Fix Minimums and Sell Government Accumulations Adopted Unanimously by House of Commons—No Offers at "Fire-Sale" Prices, Bennett Says—Established Trade to Continue With Elimination of Monopoly Provisions

OTTAWA, Canada, July 8.—With sweeping changes, the Canadian House of Commons voted unanimously Thursday night for the government-sponsored measure to set up a Canadian wheat board to fix minimum prices to farmers, to market wheat for farmers and to dispose of the surplus accumulated by the Dominion in its price pegging operations. The new measure, as amended by the Senate banking and commerce committee, became a law Friday afternoon when it received royal assent.

WORDS "AS SPEEDILY" OUT IN SELLING
The measure provides that selling of the accumulated government holdings, reported at 228,562,000 bus as of May 31, shall be effected "as may be reasonably possible, having regard to economic and other conditions." This provision originally provided for selling "as speedily as may reasonably be possible, etc.," but the words "as speedily" were stricken out, doubtless because of the adverse price reaction of Liverpool and other wheat markets.

NO OFFERS AT "FIRE-SALE" PRICES
Prime Minister R. B. Bennett told the House of Commons Friday after

No "Fire-Sale" Price Offers On Wheat, Premier Says

OTTAWA, CANADA, July 8.—When wheat prices in Liverpool, the United States and other markets tumbled Friday on the plans of the Canadian government to dispose of its wheat accumulations, Prime Minister R. B. Bennett of Canada made this statement in the House of Commons:

"There is no intention that this country should offer its surplus of grain at fire-sale prices or throw its surplus on the markets of the world so long as this government exists.

"It may well be that other policies may prevail, but they will prevail at the expense of this country."

The reference to "this government" is political, as a national election probably will be held in September, with Bennett's tenure of office at stake.

world wheat markets had reacted severely to the news of the Canadian wheat marketing plans that "there is no intention that this country shall offer its surplus of grain at fire-sale prices or throw its surplus on the markets of the world so long as this government exists."

TO FIX MINIMUM WHEAT PRICE

A minimum price will be fixed on wheat. This will be irrespective of Winnipeg and other markets, which will continue to function. Prime Minister Bennett explained that the minimum price could not be set in the bill, depending on subsequent world crop and trade developments.

If open market prices are over the minimum, growers may sell to the private trade or continue to sell to the government board, receiving the minimum and a certificate entitling them to additional payments if finally earned by the government agency.

NO FREE HAND FOR INVESTIGATION

One of the last modifications in the bill removes the free hand given the board originally in the measure to investigate the Winnipeg grain exchange. The bill as passed provided for such probes only with the approval of the governor-in-council.

ON WITH EXCHANGE ACT

Wallace Changes Name of Grain Futures Administration to Commodity Exchange Administration

Washington, June 29.—The Grain Futures Administration of the U. S. Department of Agriculture will be known hereafter as the Commodity Exchange Administration, it was announced Saturday. Secretary Wallace signed an amendment Saturday to the rules and regulations governing the administration of the Grain Futures Act which brings about this change. The Jones Bill, passed during the closing days of the 74th Congress, amended the Grain Futures Act by changing its short-title designation to Commodity Exchange Act and by broadening its scope to include, in addition to grain, the following commodities: Cotton, rice, millfeeds, butter, eggs and Irish potatoes.

NO ADDITIONAL FUNDS AVAILABLE

The secretary also made known that the Jones amendment was passed too late to enable Congress to provide appropriations for its enforcement and that it will be necessary for the present and until Congress meets in January to proceed as far as possible on funds appropriated to enforce the original Grain Futures Act.

SCHEDULE OF HEARINGS SOON

The Commodity Exchange Administration expects to announce soon a schedule of hearings to be held in different markets before general rules and regulations under the act are promulgated.

Lowest Wheat Prices in Gold Since 1571 in Liverpool

ITHACA, N. Y., Nov. 14.—The October, 1938, issue of Farm Economics published by the New York State College of Agriculture states that "The price of wheat in England, the last week of September in terms of gold, was lower than any annual price since 1571."

The publication, which is issued monthly, also makes this comment on wheat prices:

"Wheat remained at the low level of August, the lowest price since the early thirties. In terms of the old gold dollar, wheat is 31c per bu. In November and December, 1932, and February, 1933, the prices were 32-33c per bu. Present prices are also at the lowest since the long depression that followed the panic of 1837. At that time, there are frequent references to 20 to 40c for wheat in Ohio, Kentucky, and other inland states."

LABOR AND TRADE CODE FOR MILLING INDUSTRY

Executive Committee of Millers' National Federation Submit Draft on Hours of Operations, Wages and Trade Practice Rules to Agricultural Adjustment Administration—Flour Sales for 90-Day Periods With Carrying Charges Thereafter—Administration in Hands of Executive Committee

(The complete text of the proposed labor and trade code for the flour milling industry appears on Pages 21 and 41.)

WASHINGTON, July 31.—A labor and trade code for the American milling industry is now before the Agricultural Adjustment Administration. The code, which includes trade practice rules recommended by the mass meeting of millers in Chicago June 22, was prepared in Chicago in the last week in conformity with the national industrial recovery program which the government is pressing with vigor over the United States. It embodies provisions which are designed to conform with the peculiar conditions under which the milling industry operates, including the following:

Millers, grinders, reclaimers, blenders and other manufacturers and processors of wheat and wheat products will come under its requirements when it is approved by the Agricultural Adjustment Administration.

Hours of labor for any mill worker or artisan will not exceed 42 hours a week but this average may prevail over each 180-day period.

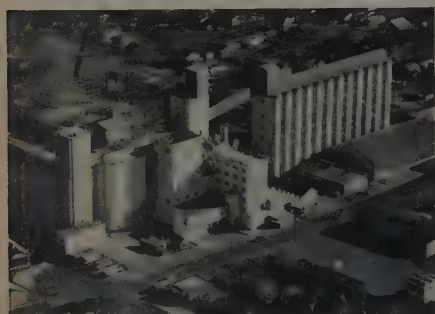
No plant may be operated more than 144 hours in any one week.

Flour sales shall be for not over 90-day periods with a carrying charge of one-third cent per bbl per day added for shipment beyond. Waiving of carrying charges is prohibited.

The shipment of flour or millfeed on consignment is prohibited.

Carrying charges on millfeed shall be 1c per ton per day beyond contract periods.

The minimum conversion basis on sales of flour shall be 65c per bbl.



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SUPREME COURT UPHOLDS MARKETING QUOTAS

Decision on Sale Limits Under 1938 Agricultural Adjustment Act Paves Way for Continuation of Existing Crop Program—Interstate Commerce Involved as Against Local Production Control Invalidated Under Original Farm Law—Two Justices Dissent

WASHINGTON, April 17.—A far-reaching decision upholding the constitutionality of the marketing quota provisions of the Agricultural Adjustment Act of 1938 was handed down by the Supreme Court of the United States today. Decision was rendered in the case of tobacco growers of Georgia, known as *Mulford vs. Smith*, in which validity of the quotas, including the taxes assessed on excess marketings, was contested. The Georgia tobacco growers maintained that the quotas were invalid because the Supreme Court had ruled in the *Hoosac Mills A.A.A.* case that production control is a purely local activity and therefore not subject to regulation by Congress. In its decision today, however, the Supreme

Court held that the marketing quota provisions "constitute a regulation of interstate and foreign commerce within the competency of Congress under the power delegated to it by the Constitution."

The Supreme Court also held that the marketing quota provision of the new farm law is not an arbitrary delegation of power in the making of quotas and that the quotas do not involve the taking of property without due process of law.

NO INTERFERENCE WITH A.A.A. PLANS

Secretary of Agriculture Wallace today asserted that the decision establishes without question the right of the government to carry on the A.A.A. program for control of production of farm crops through marketing quotas.

NO PURPORT TO CONTROL CROPS

The majority opinion follows in part: "The statute does not purport to control production. It sets no limit upon the acreage which may be planted or produced and imposes no penalty for the planting and producing of tobacco in excess of the marketing quota."

"It purports to be solely a regulation of interstate commerce, which it reaches and affects at the throat where tobacco enters the stream of commerce—the marketing warehouse. The record discloses that at least two-thirds of all flue-cured tobacco sold at auction warehouses is sold for immediate shipment to an interstate or foreign destination. In Georgia nearly 100% of the tobacco so sold is purchased by extra-state purchasers."

CHANGE IN LAW SINCE 1936

The decision was read by Justice Roberts, who wrote the majority opinion in the *Hoosac Mills* case, which invalidated production control under the original A.A.A. law. In that decision, which was handed down in January, 1936, the Supreme Court said that the stated purpose of the original law was given as control of production, a purely local activity that is beyond the powers of Congress to regulate. This decision of 1936 was followed by revisions of the law through production control by marketing quotas, which has just been upheld.

In the farm loan as approved by the Supreme Court marketing quotas in wheat, for example, are justified on the ground that "it is in the interest of the general welfare that interstate and foreign commerce in wheat and its products be protected from such burdensome surpluses and distressing shortages, and that a supply of wheat be maintained which is adequate to meet domestic consumption and export requirements in years of drouth, flood, and other adverse conditions as well as in years of plenty, and that the soil resources of the nation be not wasted in the production of such burdensome surpluses."

EUROPE'S WAR DOMINATES WHEAT AND FLOUR

Outbreak of Hostilities Between Germany and Poland and Subsequent British-French Declaration of War Force Sensational Advances in Prices and Bring Record Demand for Flour in Domestic Trade—Major European Markets Closed—Price Limits in Grain Futures Retard Bookings of Flour

GERMANY'S attack on Poland last Friday morning and the declaration of war by Great Britain and France Sunday made new history in wheat, flour, millfeeds and other markets. At the close today, Sept. 6, wheat futures on American markets were up as much as 20c a bu, compared with last Thursday morning, with trading in futures at a standstill owing to the grain exchange rules limiting daily advances to a maximum of 5c a bu. The outbreak of war inspired an extraordinary demand for flour from bakers and family trade, but mills were unable to fill all the orders of bidders, owing to their inability to make purchases of wheat because of the abnormal

situation in wheat futures market. European inquiries for flour were also enormous.

TO MEET SHOCK OF WAR

Plans Under Way in Washington to Cushion Effect of Outbreak and to Mobilize American Resources

Washington, Aug. 22.—With increasing tension in Europe, the American government is busily engaged in planning to overcome the shocks of an outbreak of war on the Continent and to meet new defense problems which may arise. A meeting of the War Resources

Board, recently appointed by President Roosevelt, was held in Washington last week. Announcement was made indirectly yesterday that the tri-partite monetary agreement between the United States, Great Britain and France will probably continue in effect even if the British and French nations become involved in war.

Recalling the great shock to American markets which followed the outbreak of the European war, financial observers looked upon the intimation of co-operation to maintain monetary stability with Great Britain and France as highly reassuring. It was stated that some modification of the present monetary pact may become necessary.

SUPPORT FOR BUYING FROM AMERICA

In commodity markets, including the wheat trade, announcement of plans for monetary stability was viewed as likely to give considerable impetus to British and French purchases of supplies in the United States. A severe break in British or French exchange rates in terms of the dollar would tend to weaken the buying power of those two countries here, while stability in their monetary units would be very favorable.

TREASURY MAY SEEK LARGE LOAN

If tenseness continues in Europe, it was predicted that the Treasury Department may float a large new loan shortly in order to strengthen its cash position to meet emergencies.

PROXIMITY TO EUROPE IMPORTANT FACTOR

Proximity of the United States and Canada to Europe is expected to help demand for farm products from North America in the event of war in Europe. With war, conservation of shipping facilities would naturally be practiced, and Southern Hemisphere exporters would probably suffer temporarily.

THEIS INTO FIRM NAME

Simonds-Shields-Theis Grain Co. Takes Over Business of Simonds-Shields-Lonsdale Grain Co. in Kansas City

Kansas City, June 27.—The Simonds-Shields-Theis Grain Co., has been formed in Kansas City, having purchased the business and assets of the Simonds-Shields-Lonsdale Grain Co., effective July 1, at which time the old company will be dissolved. Application already has been made for transfer of the memberships of Simonds-Shields-Lonsdale in the Kansas City Board of Trade to the new company.

Wheat in World Crisis

Markets for wheat displayed remarkable calmness during the last week as political conditions in Europe, which are of deep concern to the entire world, became more and more critical. Financial markets, notably Wall Street, evinced greater excitement over the week's events, which will exert a profound influence on the future history of the world. Perhaps wheat moved within a narrower range partly because the countries which are immediately involved in Europe have been engaged for more than a year in accumulating reserves of the grain for emergencies. The outcome of the startling political developments is nevertheless as vital to wheat as to financial markets.

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START WHEAT INSURANCE AND COTTON QUOTAS

Department of Agriculture Moves Rapidly on New Planning After President Roosevelt Signs Agricultural Adjustment Act of 1938—Secretary Wallace Points to Possible 60c-Base on Corn and Wheat Loan Minimum of About 60c a Bu—Additional Indications of Processing Taxes

WASHINGTON, Feb. 21.—Inauguration of new planning for agriculture proceeded speedily last week following the signing of the Agricultural Adjustment Act of 1938 by President Roosevelt on Wednesday. The enactment of the measure was followed first by a volley of explanations from Secretary of Agriculture Wallace, A.A.A. Administrator H. R. Tolley, and others. Then came proclamations of marketing quota referenda March 12 on cotton and tobacco, and at the close of the week the naming of three directors as provided under the law to carry out the wheat crop insurance program, starting on the 1939 crop.

In signing the bill, President Roosevelt issued a statement in which he asked all farmers who are doing or will do spring planting to govern their operations in light of the new law.

Making reference to the fact that parity payments, if made, would increase the present authorized cost of the agricultural program, the President also said in his statement that it would then be necessary to provide additional revenue. This was taken as a hint of support for processing taxes, to which Secretary Wallace made reference on the same day in pointing to his desire to make parity payments of a minimum of \$80,000,000 a year to wheat growers and \$100,000,000 a year to cotton farmers.

Flour Affected Less Than Cotton by Tax Rumors

WHILE cotton market reports indicate that signs of a revival of processing taxes on cotton proved a spur last week to buying of cotton goods, no such stimulus was felt in the trade in flour. The flour trade was affected very little if at all by reports that processing levies may be revived.

A rate of 15c a bu is contemplated on wheat as against the original tax of 30c a bu. The cotton tax plan is said to involve a levy of 2c per lb as against the original A.A.A. tax of 4.2c per lb.

A report that President Roosevelt had advised a return to processing levies as a source of additional funds for parity payments to farmers, and suggestions from Secretary Wallace and Assistant Administrator Hutson of the A.A.A. pointed last week to a revival of the taxes.

TAX ADVICE BY PRESIDENT

President Roosevelt not only made hints that more revenue will have to be raised to finance the farm program,

but was said to have advised farm leaders that revival of the original processing taxes in some form would provide a source of additional funds.

SHARP COTTON AREA REDUCTION

The national cotton allotment specified for 1938 in the proclamation was 10,000,000 standard bales plus the number of bales allotted under section 343 (c) of the act. This section provides that the allotment of no county shall be less than 60% of the acreage planted to cotton in 1937 plus the acreage diverted from cotton under the conservation program. This results in a total acreage allotment of approximately 26,300,000 acres, compared with 34,383,000 acres seeded last year. The proposed area of 26,300,000 acres at 10-year average yields will result in a crop of 10,129,000 aables and at 5-year average yields in a crop of 11,230,000 bales. Acreage allotments will be established for each individual farm and if the allotment is not exceeded, all the cotton produced on the farm may be sold without the payment of any penalty.

Wheat Exports Affected by Submarines and Blockades

WASHINGTON, Sept. 25.—“While little data are available on world trade, exports apparently were restricted by submarine warfare and blockade,” the Department of Agriculture said in its weekly review of the wheat trade. “The scarcity of Rumanian boats on the Danube and the ocean blockade limited shipments to Germany. Jugo-Slavia prohibited exports of grain and the Swiss government decreed that only dark bread could be made, sold, or consumed in that country.”

DELAY ON BREAD LABELS

Secretary Wallace Announces Extension of Two Years Under Requirements of New Federal Food Law

Washington, Feb. 20.—Acting under the authority of the new Federal Food, Drug, and Cosmetic Act, Secretary of Agriculture Henry A. Wallace designated last Wednesday a list of food products having common or usual names and declared them exempt, for the time being, from the requirement that their labels bear statements of their ingredients.

BRITAIN BACK TO FREE TRADE IN WHEAT

Anglo-American Reciprocal Agreement Ends Another Effort to Maintain Tariff on Bread Grain—Doubt Advantage to U. S.

London, Nov. 22.—The principal topic of conversation on the wheat markets has been the Anglo-American agreement, under which the customs duty of 2s per quarter, about 6c a bu, on foreign imported wheat has been abolished.

It is interesting to recall that ever since the abolition of the Corn Laws in this country over 70 years ago, the few attempts that have been made to place a tax on imported wheat have only endured for short periods of time.

PRICE GUARANTEE ON HOME WHEAT

On this occasion, the British government was less concerned about the continuance of the tax on account of the fact that home growers are insulated against market prices by the Wheat Act of 1932, which provides for a standard price of 45s per quarter for home-grown wheat, the deficiency between

the market price and the standard price being made up by a levy on imported and home-milled flour, amounting at the present time to a rate of 6s per sack.

LITTLE IMMEDIATE AMERICAN BENEFIT

It does not appear, however, that the re-establishment of the status quo is likely to be of any immediate or much future advantage to United States growers. Their principal competitors in the past, namely, Russia and Danubian countries, will be their competitors on equal terms in the future and it is considered that British millers must have a good proportion of Canadian wheat.

Where Canada and the United States will reap substantial advantage from the agreement will be in the movement of Canadian wheat through United States ports.

Great Rate Victory for Entire Southwest

KANSAS CITY, Nov. 15.—“The Interstate Commerce Commission decision in the C. F. A. rate case is a great victory for the entire Southwest,” said E. H. Hogueland, former president and commerce counsel of the Southwestern Millers' League, in commenting on the decision handed down Friday at Washington in the case. Mr. Hogueland filed the original complaint in the case in 1923 with the I. C. C.

Under the decision, Mr. Hogueland pointed out, the rates are made combination on the Missouri River to the destinations involved, and territory west and south of the Missouri River will receive the benefit of the equalization of rates from the Missouri River with the rates from Minneapolis-Duluth to the central states.

Mr. Hogueland stated that the only thing left to the discretion of the rail-

roads in the decision is whether the rates from the Missouri River cities shall be published as through one-factor rates, or by combination of proportional rates and the gateways. If the latter plan is used, the carriers must publish rates as suggested by Southwestern interests, namely, 3c less on their traffic from Chicago to destinations in the equalization territory in C. F. A. than fixed by the commission on traffic from the Northwest to the same groups.

It is the view of Mr. Hogueland that the principles established in these cases may enable Southwestern shippers to successfully attack the adjustment to the territory east of the terminus territory, where the Northwest has an advantage of 3c per 100 lbs, although there are factors in that adjustment which are somewhat different from those prevailing in the central region.

CANADA PLANS POWERFUL GRAIN BOARD

Legislation Authorizing Buying and Selling Operations in All Grains Proposed by Bennett—More Drastic Control May Follow

Winnipeg, March 4.—That the Canadian government, heavily involved in the wheat market, will shortly establish a board to be known as the Canadian Grain Board to deal in all grains was disclosed Thursday by Premier R. B. Bennett of Canada. It was intimated that the board not only will be given power to deal in all grains but that it may attempt to regulate grain production in Dominion through the Natural Products Marketing Act already enacted by Canada's parliament. Some fears arose that even the Winnipeg Grain Exchange, now operating with fixed minimum prices on May and July wheat futures, may find itself more seriously crippled, if not halted, so far as normal futures operations are concerned.

The notice of the plans for a grain board was given by Premier Bennett

at Ottawa through an announcement of a resolution to be introduced in the House of Canada's parliament. The resolution is necessary under Canadian legislative procedure on any measure which requires an outlay of money.

MUCH DEPENDS ON WORLD MARKETS

The Canadian government is not believed to be enthusiastic about its grain board plans, but is proceeding with them to be ready to meet a crisis. Its great hope is that world market developments will enable it to find a better export outlet for its wheat than it has thus far witnessed under its price pegging. Canadian prices are now the highest in the world among exporters because of the government's maintenance of minimum prices above export parities. Development of more favorable export markets probably would halt the plans now under way.

DUST STORMS AFFECT DRY WHEAT AREAS

Crop Damage Confined to Western Districts Where Germination Was Slow—Some Good Rains—Soft Wheat Crop More Promising

Weather conditions were marked by the worst dust storms of the crop year in the Southwest last week, most of Kansas and other states in the hard winter wheat belt being enveloped by dust-laden clouds that obscured visibility. Some damage was suffered by the growing wheat plant, but only in localities of western Kansas and Nebraska, also eastern Colorado, where growth has been slow. The dust and high winds tended to sap moisture from the surface soil and thus heightened the need for rainfall.

Some good rains fell in portions of the wheat belt, more than an inch in some localities, but were not of a general character. Oklahoma, southern and southwestern Kansas shared principally in the rainfall, which also extended into central and eastern Kansas, but with no rainfall in northwestern counties of the state. A little moisture also fell in the Texas Panhandle.

By far the most promising condition of growing wheat is concentrated in Oklahoma and southern Kansas,

with fair to excellent prospects in central and eastern counties, but fair to poor over other large and important producing areas.

ADVERSE WEATHER IN KANSAS

Topeka, Kas., March 26.—“Weather last week, ending Saturday, was unfavorable for all crops in Kansas,” said the summary issued by J. C.

Mohler, secretary of the Kansas State Board of Agriculture. “No rain was received in any part of the state, and high winds dried surface soil and raised dust clouds. Soil continued to drift badly in western counties.

“Wheat crop prospects are very poor in western third of the state except in a few favored localities along the southern border. Wheat continues promising in south central counties but is needing rain. Growth has been rapid in this area and pasturage good. In central area prospects are still fair but condition spotted.



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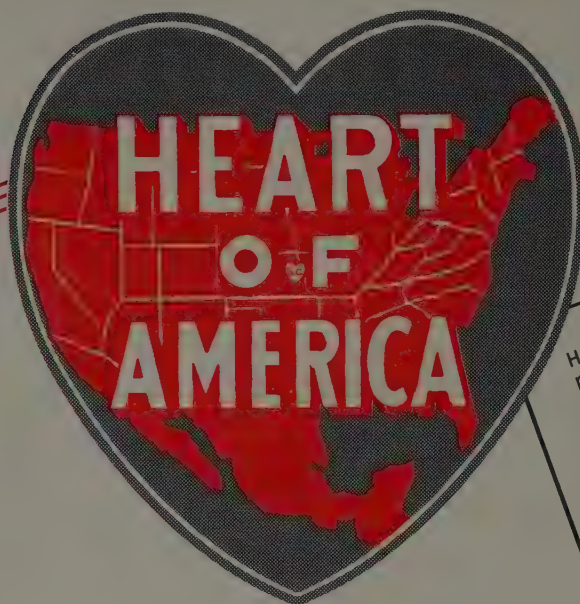
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THE NINETEEN FORTIES

Even before Pearl Harbor brought the United States into World War II, millers, bakers, and grain merchants were operating under the restrictions of price controls. The Office of Price Administration was set up in April 1941, and while it was not able to keep prices from rising by 10 per cent for the year (disastrous inflation for the times), it did keep prices down in ensuing years, often to the dismay of millers and bakers.

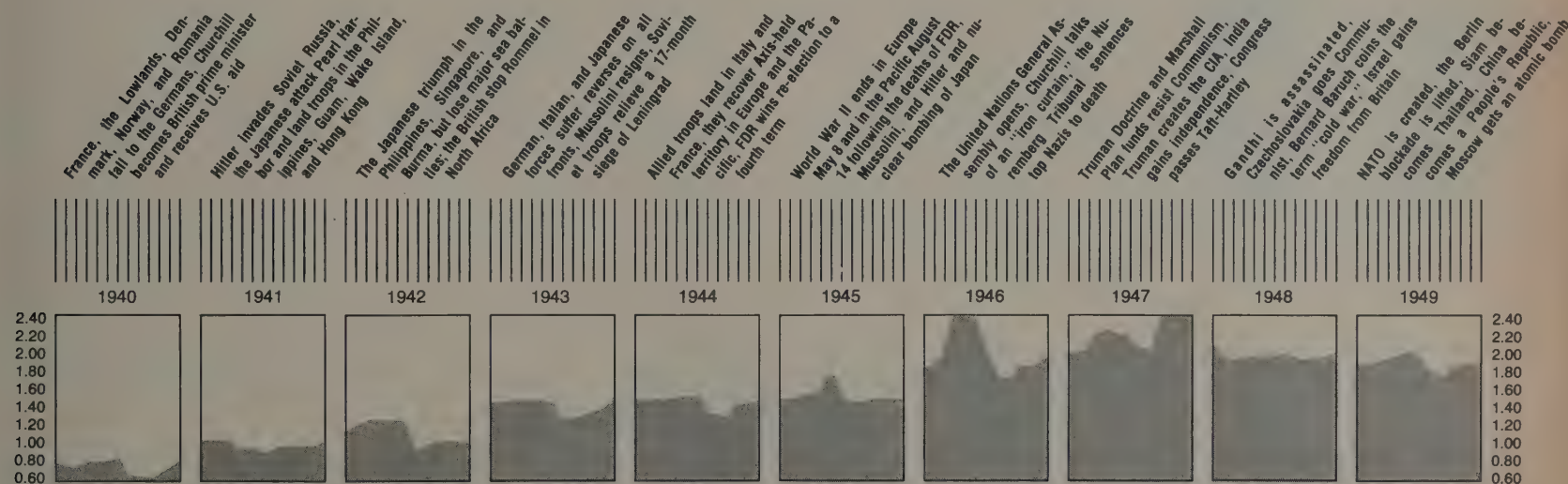
On the positive side, a development of the 1930's that came to fruition in the 1940's gave the breadstuffs industry increasing reason to be proud of its products for their nutritional merits. German and American biochemists had isolated and then synthesized some essential B vitamins, and as the prices of those nutrients came down it became feasible to add them to flour, thus creating "enriched" bread. The first peacetime military draft in U.S. history began in

October 1940, and the high rate of draftee rejection for reasons of health defects due to faulty nutrition advanced the cause of those who wanted to improve the nutritional value of breadstuffs. One state after another made enrichment mandatory in the war years, (*The Southwestern Miller* was in the forefront of milling in working to persuade state officials to take this mandatory enrichment step) and by 1943 three-quarters of U.S. white bread was enriched with iron and B vitamins.

The war years brought government price controls that virtually shut down the futures markets and that squeezed profit margins as wheat prices advanced. The cooperative purchasing group, Quality Bakers of America, founded the same year as *The Southwestern Miller*, adopted the "Miss Sunbeam" trademark in 1942, and sliced bread was banned the following year in a move to hold down prices. Rack delivery service

by bakeries was suspended, a measure that enabled many bakeries to show good profits, and breadstuffs, unlike meat, butter and sugar, were never rationed. By war's end, about 85 per cent of U.S. bread was commercially baked as compared with well under 50 per cent when this publication began.

After the war, America shipped wheat and flour abroad to relieve starvation. That produced domestic shortages which led to a compulsory long-extraction program; use of flour whiteners jumped as Americans turned away from darker bread, but bread consumption nosedived. President Truman urged meatless and eggless days to conserve grain for hungry Europe. As the decade neared its end, General Mills and Pillsbury were introducing prepared cake mixes, Pillsbury was holding its first Bake-Off, and a Chicago baker was introducing Sara Lee Cheese Cake, a refrigerated cream cheese cake he had named after his daughter.



(Continued from 1930) December 1932 when prices averaged only 31.6c. Influences on wheat prices over the six decades included drouth and surplus production, price supports, subsidies, declarations of foreign wars, surges in demand and sharp curtailments in buying attributed to (Continued - 1950)



CANADA PROHIBITS SLICING OF BREAD

Special Deliveries and Use of Double Wrappers Also Banned to Hold Down Prices—House-to-House Deliveries May Be Stopped

Ottawa, Can., Aug. 11.—Under an order issued last Wednesday by the Wartime Prices and Trade Board of Canada, bakers of the Dominion are prohibited from selling sliced loaves, making special bread deliveries or using multi-colored or double wrappers, effective today, Aug. 11.

"The removal of the wheat processing tax announced late last week and these new economies in manufacture

and delivery should, in the opinion of the board, render unnecessary any increase in the retail price of bread," the board said in a statement.

The board's action affecting the bread business, it was also explained, is aimed to conserve materials, power and labor in order to make the national defense program more effective.

It is announced that bakers will be permitted to use up current supplies of multi-colored single wrappers. After these supplies are used up, wrappers must be printed in no more than one color on a single color paper.

BAKERS VOICE MANY PROTESTS

Many protests have been received by the board from bakers on the intimation that house deliveries of bread may be stopped, and the board announced Friday that it would take no such step without giving bakers ample notice.



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U.S. Wheat Ban If Hitler Wins

NEW YORK, June 24.—Writing in *The Annalist* of June 20 on "An Estimate of the Possible Consequence to America of a Total Nazi Victory," Winthrop W. Case quotes Hans Schmidt, a prominent German who recently came to the United States, as forecasting a ban on American wheat imports by Hitler "unless Americans show themselves agreeable with the Fuehrer." Mr. Schmidt also states that "you will not be able to stop Nazism south of the Rio Grande."

Mr. Schmidt's comment as quoted by *The Annalist* follows in part:

"After a victory in Europe, Hitler will cut down and eventually prohibit completely American trade with Europe, Africa and the Near East. No American tractors, no cars, no cotton or wheat from the United States will be sold anywhere in Hitler's domain, unless Americans show themselves agreeable with the Fuehrer. European industry, with the raw material supply of Russia and India, will be fully capable of supplying Europe and Africa

and increasing parts of Asia and South America with industrial commodities. Fascist Europe's population, resources, industrial capacity and geography is considerably more favorable than that of the Americas combined, especially if you assume, as you must, that Hitler's Europe and Japan will be partners.

"A victorious Hitler will take all of Europe and Africa 'off gold.' The establishment of a Fascist European anti-gold-bloc will leave the United States the possessors of two-thirds of the world's gold, buried at Fort Knox as a memorial to democracy.

"Hitler will intensify the Bund and Nazi activities within the United States. He will have two very powerful weapons: He will be able to barter political support of American business within the United States export markets, and he will force the government here to restrict liberties—that is, Hitler's outside pressure will transform democracy into totalitarianism quite automatically."

"ENRICHED" FLOUR AND BREAD IMMEDIATELY

Arrangements Completed Under Leadership of Nutritionists and Public Health Authorities for Production and Sale in Advance of Promulgation of Official Standards—Millers' National Federation, American Bakers' Association and Dr. Russell M. Wilder Collaborate on Program

A PROGRAM for the immediate inauguration of the production and sale of "enriched" flour and "enriched" bread was announced today in Washington and Chicago through statements issued by the Millers' National Federation, the American Bakers' Association and Dr. Russell M. Wilder, chairman of the Committee on Food and Nutrition of the National Research Council. The program, of historic importance to the breadstuffs industry of the United States, is thus being launched at once instead of waiting for the official promulgation of standards.

In its statement, the Millers' National Federation explained that the launching of the production of "enriched" flour at this time is due to the "urgent desire of nutritionists and public health authorities generally to have this product made available at the earliest possible date."

OUTLINE ON MILL PRODUCTION

It was also indicated in the Federation's statement that a procedure had been developed for the production of the new flour in advance of the official standards. A bulletin outlining minimums and maximums on required and optional ingredients was issued this afternoon by the Federation. Individual experts and milling enterprises pooled information developed on this subject in outlining the plans of procedure.

"ENRICHED" TERM OF IDENTITY

It was indicated that the name for the new flour and bread under the official standards will probably be "enriched," and it was also suggested that the minimums and maximums on required and optional ingredients indicated for adoption at this time would probably conform with the final standards.

Added Cost of "Enriched" Flour Estimated at 50c a Bbl

KANSAS CITY, Jan. 28.—Milling trade estimates today indicated that the additional cost on "enriched" flour containing the minimum required ingredients will be 50c a bbl over the prices of corresponding grades of an un-enriched flour, or flour not enriched through the addition of thiamin, nicotinic acid and iron.

The minimums on required ingredients per pound for "enriched" flour will be 1.66 milligrams of thiamin, 6.15 milligrams of nicotinic acid and 6.15 milligrams of iron.

O.P.A. OPENS DOOR TO BREAD PRICE INCREASES

Leon Henderson Advises Baking Industry in Letters to More Than 250 Leading Bakers That Consultation on Advances Will Not Be Required Where Economies Fail to Absorb Higher Ingredient Costs—Cut in Stale Returns and Use of Less Expensive Wrappers Suggested

WASHINGTON, July 21.—Leon Henderson, administrator of the Office of Price Administration and Civilian Supply, announced this afternoon that he sent a letter today to more than 250 leading bakers of the United States recommending that bakers in general offset higher ingredient costs by reducing operating expenses, and at the same time advising that, where higher costs cannot be absorbed by operating economies, bakers will no longer be requested to consult with the O.P.A.C.S. before making price adjustments.

SUGGESTS LIMITS ON ADVANCES

In no locality does it appear that an increase of more than a cent per lb loaf would be warranted, Mr. Henderson said in his letter. Furthermore, he stated that ingredient costs have risen only about half a cent per lb loaf, so fractional increases in the selling price would be more in line with price changes than increases of a full cent.

EVERY EFFORT TO CUT COSTS

For the most part, the letter states, adjustments on account of cost increases should not take the form of price advances, and it is stated that conferences with members of the industry have indicated that saving could be effected by reducing the percentage of stale returns, by using less expensive wrappings and by cutting advertising expenses. Reference also is made to possible reduction in unit costs as the volume of sales is expanded.

VITAMINS TO MACARONI

Manufacturers Seek Inclusion of Products in Federal Fortification Planning—1941 Convention to Pittsburgh

Chicago, Jan. 27.—A resolution was unanimously adopted by members of the National Macaroni Manufacturers' Association at the meeting held here last week authorizing officials of the association to petition the Food and Drug Administration to include macaroni, spaghetti, egg noodles, and all necessary raw materials in any regulations for vitaminized or enriched foods and in any promotion of such foods.

STUDYING CHANGE IN COOKING
It was pointed out that, since much of the water-soluble vitamins are lost in boiling macaroni products, that a general change in cooking instructions or recommendations may have to be adopted by the manufacturers. This has already been the subject of experiments that were reported to the meeting.

It was noted at the meeting that, if a cooking process can be devised for the use of a very limited quantity of water under which the soluble vitamins would be retained, the big problem of the industry in the fortification of its products will be solved.

EXTRAORDINARY FLOUR BUYING RUSH FOLLOWS WAR OUTBREAK

Bookings Approximating 10 Times Capacity Reported by Many Mills Monday, Dec. 8 — Orders at New Record in Many Instances — Demand Precipitated Sunday by Radio Broadcasts of Japanese Attack on United States Possessions — All Classes of Buyers in Market — Futures Limits a Brake on Business — Grain Exchanges Comply With C.E.A. Recommendation

OUTBREAK of war between Japan and the United States Sunday morning was followed by an extraordinary rush of flour buying over the country — one of the greatest floods of business in the history of the milling industry. The rush of bookings of flour was easily the greatest witnessed by the industry since the memorable collapse of the wheat futures market in the week ended May 18, 1940, following the German invasion of the Low Countries. Many sales managers even experienced the heaviest volume since the outbreak of World War II at the opening of September, 1939.

ness. It is understood that a few mills were willing sellers, at least for a time Sunday, on the basis of Saturday's market close and asking limits as of the weekend, but this position was taken only by a comparatively limited number of plants. A far greater portion of the Sunday business, and also the early Monday volume, was consummated on the basis of mills' ability to cover the wheat hedges.

On today's markets, Dec. 9, peak limits equal to Monday's closes were in effect on wheat and millfeed futures, grain exchanges complying with Commodity Exchange Administration recommendation for such limits.

Large scale demand for flour developed almost immediately after radio broadcasts early Sunday afternoon carried the news of the sudden and stunning attacks by the Japanese on United States possessions in the Pacific. The home telephone lines of many millers were kept busy throughout Sunday afternoon and well into Sunday night by long distance conversations with bakers, jobbers, sales representatives and other members of the trade.

Some mills even carried on an intensive selling campaign Sunday that netted a considerable volume of busi-

Britain to Require Use of Vitamin B₁ in White Flour

PLANS are being completed in Great Britain to manufacture Vitamin B₁ for obligatory mixing by millers in white flour on a practical cost basis. A story of this development appears on Page 19. It is hailed by one observer in Great Britain as "The Epoch of Vitamins." The plant for the manufacture of Vitamin B₁ will be completed in a few months, it is stated.

Millers, it is stated in the correspondence, will be required by the British government to incorporate this precious element in white flour. The discovery, it is stated, is not an outcome of the war, but is an outgrowth of studies initiated by the Millers' Mutual Association of Great Britain about four years ago.

FIRST LAW FOR MANDATORY FLOUR ENRICHMENT

Governor of South Carolina Signs Legislation Making Enrichment of White Flour and Bread Mandatory, Effective Aug. 1, 1942—State Department of Agriculture Authorized to Modify Specifications to Conform With Federal Promulgations—Labeling in Accordance With F.S.A. Provisions

[The full text of the new South Carolina law making enrichment of white flour and bread mandatory, appears on Page 19.]

COLUMBIA, S. C., March 16. — South Carolina became the first state in the United States to enact legislation making the enrichment of all white flour and bread sold in the state mandatory. The bill was signed by the governor of the state on Saturday, following approval by both houses of the legislature last week.

Under the provisions of the bill, now a law, enrichment of white flour and bread in accordance with the federal standards of the Food and Drug Administration will become mandatory on Aug. 1, 1942. The measure was finally revised to make a generally effective date as of Aug. 1, having previously provided that no white flour or bread may be manufactured unless enriched after July 1, 1942, with sales permitted from existing stocks up to Aug. 1, 1942.

The law empowers the State Department of Agriculture to modify the provisions for enrichment in accordance with promulgation of the Food and Drug Administration of the F.S.A.

Also, labeling is required in accordance with the regulations of F.S.A.

WORLD FUND FOR RELIEF

New U.N.R.R.A. May Levy on 44 Participating Countries to Pay for Relief and Rehabilitation

Washington, Nov. 15. — World-wide financing of foreign relief and rehabilitation operations is being considered at the sessions of the newly created United Nations Relief and Rehabilitation Administration at Atlantic City. One suggestion is that funds be provided for the U.N.R.R.A. on the basis of a levy of 1% of the national incomes of each participating country, while another proposal is that the contributions be based upon the foreign trade of each country.

PRESIDENT ASKS CONGRESS FOR FUNDS
President Roosevelt today called

upon Congress to help finance the U.N.R.R.A. without naming any specific sum. Representative Sol Bloom of New York, chairman of the House foreign affairs committee, introduced a resolution providing for appropriations for the U.N.R.R.A. as Congress may determine to appropriate from time to time as its share of the relief agency's work.

A.M.A. Makes No Change in Rate for Furthering Flour Exports—Business Proceeds With Difficulty

Washington, Sept. 21.—No change was made by the Agricultural Marketing Administration last week in the export subsidy on flour, the rate continuing at \$1.25 a bbl until Oct. 1. The same indemnity has been in effect since early in August.

BLOW TO HOME BAKING

Increasing Employment of Women in War Work and Former Jobs of Men Is Affecting Family Flour

Washington, Sept. 8.—Home baking and the family flour trade of the United States may experience a new setback as a result of a call issued last week by Paul V. McNutt, head of the War Manpower Commission, for the employment of additional women for the nation's war effort.

The need for more women in the war labor force of the nation may require one out of every four housewives—perhaps one out of every three—between the ages of 18 and 44, to leave their homes and their kitchens by the end of 1943, Mr. McNutt declared.

☆☆☆

SOLDIER TO PRESIDENCY

Michel Fribourg, a Private in Army Training for Commission, Named President of Continental Grain Co.

New York, July 31.—Michel Fribourg, son of the late Jules Fribourg, has been elected president of the Continental Grain Co., succeeding his father to the post. The new president is now a private in the United States army, training for a commission in the intelligence service and probable assignment to France. The father passed away July 16. He had been president of the Continental since 1943, succeeding the late J. Feuer.

CHAIRMAN ACTING PRESIDENT IN INTERIM

Announcement was made that, pending the return of Michel Fribourg to private life after the war, Rene Fribourg, chairman of the board of the organization, will also serve as president. He is a brother of the late Jules Fribourg.

FORMERLY IN VARIOUS BRANCH OFFICES

The new president, a young man, has served in various branch offices of the company over the United States.



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FLOUR EXCEPTION TO HUGE CANCELLATIONS

Army Terminates No Flour Contracts After Japanese Surrender, While Millions of Dollars of Other Foodstuffs and Hundreds of Millions of Other War Contracts Are Cancelled—Mills Continue to Operate at Capacity, With Continued Indications of Full Time for Year or More—Unemployment May Affect Flour Distribution

WASHINGTON, Aug. 20. — While hundreds of millions of dollars of army contracts were cancelled last week, including more than \$100,000,000 of combat rations, particularly C, K and 10 in 1 rations, the army has terminated no flour contracts since last Tuesday, when Japan surrendered in the war. Lt. Gen. E. B. Gregory, quartermaster general of the United States army, reports that many millions of dollars of war contracts for food were terminated after the surrender.

President Roosevelt

All humanity in every part of America and over the world that cherishes the blessings of liberty and justice and spiritual and material progress mourns the untimely passing of President Franklin Delano Roosevelt. His last years in the unprecedented period of his service as the nation's leader were absorbed largely in furthering triumph in the war, to which he made a contribution that won the gratitude of democracies everywhere. He will be honored equally, if not extolled even more, for his profound role in fostering economic advancement here and in other lands for the benefit of all society, capital and labor. Milling felt his influence as did every other industry. It is not yet possible to appraise fully his contributions, for the fruits of his activities have not completely matured, but it is clear that his vision, his spirit and his boldness assisted and will continue to assist in carrying the nation forward.



BEAUTIFUL MANSION FOR GENERAL OFFICES OF CARGILL, INC.

MINNEAPOLIS, Jan. 29. — Cargill, Inc., the nation's largest grain house, has purchased the 200-acre Rand estate near Minneapolis with its great mansion, for use as its general executive offices. After the war, when remodeling will be possible, it is planned to use the mansion to house the executives of the company's main office and 125 out of 350 employees in Minneapolis. The mansion is said to have cost \$400,000 when erected in 1931.

The drawing room, 30 by 40 feet, will house 14 desks of the administrative, export and feed department executives. A sheltered porch with a fireplace will be closed in and used as a

wire room. The attic will be used for recreational purposes. The family sitting room on the second floor will become the directors' room, and an adjoining room will be occupied by the president.

The amusement room in the mansion will be the Cargill cafeteria. An officers' dining room is planned in a downstairs dining room. The legal department and law library will be in the former servants' quarters. The crop and statistical departments will be in the former caretaker's apartment.

A swimming pool of 1,200,000 gallons will be retained. The house has 23 fireplaces and 17 baths. In the future, homes may be erected on the estate.

MORTON I. SOSLAND JOINS STAFF

Kansas City, Sept. 15.—Morton I. Sosland, oldest son of David N. Sosland, editor and manager of *The Southwestern Miller*, has joined the staff of this publication. Mr. Sosland was graduated on Sept. 3 from Harvard University, *magna cum laude*, receiving the B. A. degree. He majored in economics and English literature. The subject of his honors thesis, of about 25,000 words, was "Under-Utilization of the Flour Milling Industry."

Born in Kansas City in 1925, he attended local schools and entered Harvard in September of 1942. He enlisted in the army in June, 1943, and served in France and Germany with the 13th Armored Division of the Third Army, earning three bronze stars for action in the Ruhr Valley and central and southern Germany. Following his discharge from the army early in 1946, he pursued an accelerated program of study, leading to his graduation.

Mr. Sosland was first employed in the offices of this publication during the summers of his period of schooling in Kansas City. He was married in June, 1946, to Miss Estelle Glatt of Kansas City, a graduate of Smith College. During the last year he acted as Boston correspondent of *The Southwestern Miller*.

LOOSE-WILES TO SUNSHINE

Stockholders Approve Change in Name and Two for One Split of Common Stock—To Eliminate Preferred Issue

New York, March 25.—Stockholders of Loose-Wiles Biscuit Co. approved a two for one split of the common stock of the company and a change in the name to Sunshine Biscuits, Inc., at the annual meeting today. The new name is for the principal brand.

At the same time, it was voted to eliminate the authorized but unissued 58,000 shares of \$5 cumulative preferred stock.

As a result of these changes, which will not become legally effective for several days, the company's capitalization will consist of 2,228,594 shares of capital stock of \$12.50 par.

INCREASE OF 5% IN SALES FOR 1946

Hanford Main, president of the company told the annual meeting that sales for 1946 to date show an increase of 5% over a year ago. Thus far, he noted, the 80% extraction flour has been satisfactory.

SEIZES GRAIN STORAGE

Argentine Government, Friendly to Nazis, Takes Over Elevators in Buenos Aires—Concern in Washington

Washington, April 24. — Deep concern is manifest in Washington over the action of the Argentine government last week in taking over all grain elevators and equipment in Buenos Aires by declaring them public utilities and announcing that they would either be rented or expropriated. The seizure of the elevators followed the taking over of other property belonging to foreign interests, including public utilities owned by British interests. American-owned property also has been taken over.

TO FORCE RECOGNITION OR HINDER EXPORTS

One theory is that the Argentine government, headed by President Edelmiro J. Farrell, is seizing American, British and other foreign-owned property as a means of forcing the United States and Great Britain to recognize the regime in order to negotiate for better treatment.



Tru-Balance Sifter with all new Stainless Steel Sieves

Great Western's Tru-Balance Sifter is now available with all stainless steel sieves and screen frames and a special epoxy exterior finish. The stainless steel sieves may be easily removed for cleaning. Interchangeable screen frames simplify changing mesh sizes. Total stainless sieve construction provides sanitary operation.

The interior of the sifter box is completely clad with stainless steel.

Products only come in contact with stainless steel.

The exterior of the hardwood constructed box is coated with moisture resistant epoxy enamel, combining the proven fatigue strength and light weight of wood with the moisture resistance and durability of epoxy.

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F.A.O. HEAD PROPOSES WORLD WHEAT POOL

Sir John Boyd Orr, Director General of New Organization, Urges Establishment of World Machinery to Absorb and Dispose of Surpluses and to Establish Minimum Prices—Increase in World Food Consumption and Economical Production Objectives

QUEBEC, Nov. 5.—Predicting that the present tightness in world wheat supplies will be superseded by a return of surpluses of the grain in 1947 or 1948, Sir John Boyd Orr, newly elected director general of the United Nations Food and Agriculture Organization, personally proposed the establishment of a world pool of that commodity last week. Sir John proposed the creation of a pool to assure minimum prices for the grain through the absorption of offer-

ings below the agreed floor or support price. He also proposed that the wheat thus accumulated be diverted for feed use or, as he said, "turned into bacon and eggs," or that the support purchases be held as reserve against a recurrence of shortages.

Sir John emphasized that, in proposing the world pool on wheat, he was voicing his personal opinion, but, as the first director general of the F.A.O., he gave indications of the trend of thinking and of the possible influence

of the organization.

The new director general also expressed the hope that other commodity pools would be formed in the future.

Sir John, who was born in Ayrshire, Scotland, in September, 1880, is a graduate of Glasgow University, editor of "Nutrition Aspects and Reviews," which he established in 1930, a member of the British nutrition committee and of a number of agricultural organizations.

BRITAIN'S FLOUR EXTRACTION RATE TO 90%

Increase From 85% Ordered on March 10 Announced by Food Minister—Output of Biscuits and Cakes Cut 25%—No Limitations on Supply of Flour With Hoarding of Flour and Bread by Consumers—More Bread Weight Cuts With Same Prices

LONDON, May 2.—Just as the people of Great Britain thought that the rationing system would be relaxed and possibly terminated, they are finding controls over food more firmly established than at any time during World War II. Sir Ben Smith, British minister of food, made announcement today of an increase in the extraction rate of flour from 85%

to 90%. The rate of 90% was never reached during World War II, and the 85% rate was put into effect on March 10. The pre-war average was 73%.

At the same time, announcement was made that production of biscuits and cakes would be reduced 25% through a corresponding decrease in the allocations of sugar and fats to bakers.

British millers were not surprised by

the increase in the extraction rate from 85%, though they had indicated anxiety to avoid any further increase.

A possibility that admixtures of barley flour might be included in flour was mentioned by Sir Ben Smith. To save barley, brewing of beer to 90% of pre-war has been ordered.

on the furtherance of education and administration relating to nutrition, the improvement of processing and marketing and "the adoption of international policies with respect to agricultural commodity arrangements."

The organization, to be known as the F.A.O., would consider its constitution ratified when 20 members approve.

BLOW FOR GRAIN HOUSES

Society of Grain Elevator Superintendents Discusses Sacrifice of Industry at Hands of Government Agencies

Toronto, Ont., April 6.—Government relations with the terminal and sub-terminal elevators of the country came in for much criticism before the Society of Grain Elevator Superintendents at their eleventh annual convention at the Royal York Hotel here April 1 to 3.

TURN IN FLOUR BLEACHING

Application to Permit Chlorine Dioxide as Bleaching Agent to Be Filed by Millers' National Federation With F.S.A.

Chicago, May 17.—An application to permit chlorine dioxide to be used as a bleaching agent for flour will be filed in the immediate future with Federal Security Agency at Washington by the Millers' National Federation, it was announced late last week by Herman Steen, vice-president of the Federation. Mr. Steen said that this application will be joined to a proposal that nitrogen chloride (Agene) be dropped from the list of permissible bleaching agents for flour. Amendment of the standards of identity for mill products would automatically follow if these proposals are accepted by the government.

AMPLE TIME TO ACCOMPLISH CHANGE

It is regarded as certain that if the Federation's two applications are accepted by the government, the addition of chlorine dioxide to the list of authorized bleaches will not take place simultaneously with the elimination of Agene. Government officials are aware that a reasonable period of time will be required by the milling industry to convert from one process of treating flour to the other, and it is felt that a period of several months will be allowed in which to accomplish this change.

ENDS RATIONING OF BREAD

Great Britain Halts Control Over Bread and Flour Consumption After Two Years—Check on Diversion for Feed Use

London, July 22 (by air mail).—Bread and flour rationing, which has been in effect in Great Britain for two years, will be officially ended midnight, Saturday, July 24. This announcement was made in the House of Commons by John Strachey, minister of food.

Restrictions on serving of bread in restaurants and tea shops also will be lifted at same time.

However, in order to avoid diversion of flour to animal feeding use, it was announced that a limit on purchases of 28 lbs of flour per person is being put into force coincident with lifting of bread and flour rationing.

Also, Minister Strachey stated that, to replace the rationing system, a plan will be introduced under which delivery of flour from mills will be controlled by the ministry of food in such a way as to keep the "offtake" from mills at about the rate of the last 12 months.

Rationing restrictions were not commonly observed in Britain, although Minister Strachey maintained in discussions following his announcement that a saving in wheat of 6% had been attained.

REVIVAL IN EXPORTS OF GRAIN FROM RUSSIA

Political and Economic Forces Mixed in Export Commitments—Total For 1947-48 Only Fraction of Aggregate American Outgo

Washington, June 14.—A revival in grain exports from the Soviet Union is based on political and economic considerations, according to an article, "Russian Grain on the International Scene," in the May issue of *Foreign Agriculture*, a publication of the Office of Foreign Agricultural Relations. The author is Dr. Lazar Volin, a regional specialist in O.F.A.R.

Total Soviet grain export commitments to March, 1948, amounted to 3,450,000 long tons, of which 1,905,000 were bread grains and 1,309,000 coarse grains. Doctor Volin writes. The delivery period specified in the commitments runs until autumn in the case of some countries, such as Britain, and even extends to Belgium to the end of the year.

While exports under the present program may involve some quantities from the new 1948 harvest, the bulk will come from the harvest gathered last year.

ACTUAL EXPORTS WELL ABOVE 1923-27

Actual grain exports from the Soviet Union will be well above the average for 1923-27 of 1,480,000 long tons, but considerably less than during the peak inter-war years, 1930-31 and 1931-32, when shipments exceeded 5,000,000 and 4,000,000 tons, respectively.

The present Soviet export program, which extends beyond June, 1948, is considerably below the current export goal of the United States, Doctor Volin points out. The United States goal for the year ending June 30, 1948, amounts to over 12,000,000 tons of bread grain and close to 2,000,000 tons of coarse grain and miscellaneous cereal products.

Doctor Volin also says that Soviet grain exports to western Europe will probably account for less than 10% of total 1947-48 shipments to those nations.

FOR WORLD FOOD PLANNING

Food and Agriculture Organization of the United Nations Proposed to Further Action on Production and Agreements

Washington, Aug. 28.—Announcement was made last week of the proposed constitution for the new Food and Agriculture Organization of the United Nations. The announcement came from the United Nations Interim Commission on Food and Agriculture. The organization would be primarily a fact finding body to promote national and international action on production of food and other agricultural products,

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MORE WHEAT EXPORTING TO PRIVATE TRADE

Agriculture Department Announces Change, Effective Nov. 1, Permitting Importers, With Few Exceptions, to Choose Private Channels for Procurement of Bread Grain, Soybeans and Flax—Desire to Bolster Volume of Foreign Business Factor in Action

WASHINGTON, Oct. 31. — Secretary of Agriculture Charles F. Brannan announced Friday afternoon that, effective Nov. 1, with only a few exceptions, all countries will be per-

mitted to procure supplies of wheat, flax and soybeans for export from the United States through private suppliers. Decision of the Agriculture Department, it was noted, opens the way

for the exports of wheat, flax and soybeans through the normal channels of private trade on the same basis that is now in effect with respect to the exports of flour and all grain other than wheat.

OCCUPIED ZONES IN EXCEPTIONS

The Agriculture Department announcement, which was made informally Friday afternoon and revealed in a general press release today, stated that the exceptions to the complete opening of exports to private trade are for shipment to the occupied zones in Germany and Japan and to Korea, Austria, Trieste, Greece and China. These are the same exceptions which hold for coarse grains and for flour. The Department said government operations on shipments to these special areas are still essential.

TRADING CHOICE UP TO IMPORTERS

"For all other countries, arrangements can be made to secure supplies of wheat, flax and soybeans (as well as coarse grains and flour) directly

from private United States exporters if the importing countries indicate that it is their preference to handle imports through private trade channels," the announcement also said.

SUBSIDIES MAY BE INCREASED

Another report in connection with exporting is that the Agriculture Department may increase subsidies to meet Canadian competition and to enlarge the outgo from the United States, particularly of soft red winters which are now at the sharpest discount under the support level.

IMPORTERS COOL TO PURCHASES

Export wheat merchandisers express no enthusiasm over the outlook for any greatly enlarged foreign business, now that the Department of Agriculture has restored the international trade to private hands. Importing nations of Europe and elsewhere have displayed a distinct coolness toward purchases of wheat thus far on the crop, and indications are that this policy may persist.

Primary reason, of course, is that foreign claimant nations are assured of a considerable portion of their aggregate crop year needs at fixed maximum prices under terms of the International Wheat Agreement. The wheat surplus is substantial or large, and there is no concern whatever as to the availability of wheat, such as prevailed in previous years of intensive foreign demand.

General thought is that importing nations will continue to utilize their own wheat supplies to the fullest extent, and delay purchases from the United States, and similarly from other surplus areas as long as possible.

the
Menneletter

SOFT WHEAT MARKET MEMO

*There was a time
Long, long ago
When life seemed
very simple.*

*It was not so
To those who lived
When life to us
seemed simple.*

*There was no time
There is no time,
When life was
very simple.*

*If we think thus
It tells of us
That we are
simply simple.*

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REVEALS 600,000,000-BU U.S. STORAGE PLAN

Disclosure by Senator John J. Williams of Delaware of Proposals in Confidential Agriculture Department Bulletin on Government Space and Attack on Naming of Directors of Commodity Credit Corp. by Secretary of Agriculture Followed by Senate Defeat of Conference Report on C.C.C. Charter Amendment — Move for Another Conference

WASHINGTON, May 30.—Disclosure by Senator John J. Williams of Delaware of a confidential Agriculture Department bulletin pointing to proposals to provide more than 600,000,000 bus of United States government-owned storage space and attacks on the provision for the naming of directors by the secretary of agriculture for the Commodity Credit Corp. resulted in the defeat by the Senate Thursday of the conference report on the C.C.C. charter

delayed by the surprising action of the Senate in rejecting the conference report on S. 900, which provides for amendments to the Commodity Credit Corp. Charter act extending the powers of that agency to provide storage. The Agriculture Department is gathering data on grain storage and drying facilities.

amendment bill, S. 900. The conference report was rejected by 33 for to 47 against.

Senator Elmer Thomas of Oklahoma charged after the defeat of the conference report by the Senate that, while the final issue was on the naming of directors for the C.C.C., the real issue was added government storage powers.

DELAY NEW STORAGE PROGRAM

Washington, May 31.—Extensive plans of Agriculture Department to offer liberal financial assistance for the construction of new grain bins have been

TO STORE WHEAT IN SHIPS AS EXPERIMENT

C.C.C., Maritime Commission Announce That 12 Vessels, With Capacity of 3,200,000 Bus, Will Be Used to "Determine Feasibility"

Washington, July 11.—Twelve war-time freighters from the reserve fleet will be used for emergency wheat storage under a plan announced Wednesday by the Department of Agriculture and the Maritime Commission. Use of the 12 ships, which will provide space for about 3,200,000 bus of grain, was termed an experimental undertaking by the Agriculture Department "to determine the feasibility of such operations."

Such a plan has been under discussion for more than a month. It has been indicated that the entire reserve fleet has a capacity up to 100,000,000 bus.

STORAGE PERIOD OF 10 TO 12 MONTHS

The vessels, which are anchored at Jones Point, New York, about 50 miles

up the Hudson river from the New York harbor, will be towed to piers in New York City for fitting, and then moved to elevators for loading. They will then be returned to the Jones Point anchorage for the duration of the storage period, which has been estimated at about 10 to 12 months.

ALREADY FITTING, LOADING TWO SHIPS

Actual fitting of the vessels began Thursday, when two of the ships destined for floating grain storage, the *William Ford Nichols* and the *Benjamin Hawkins*, reached New York from Jones Point. After fumigation and inspection, the first two ships will be loaded this week. After this initial operation, it is expected that three ships will be loaded a week.

Flour by Air to Templehof Airport in Berlin



KANSAS CITY, Aug. 2.—Henry H. Cate, president of Flour Mills of America, Inc., has received this photograph from the Acme Photo Service showing part of a shipment of F.M.A. flour which was transported by air to the Templehof airport in Berlin. An American soldier is loading the flour into an army truck that is waiting at the airport to receive airborne food supplies to overcome the Soviet blockade of the German capital. Many

thousand tons are being transported by air.

The United States has been transporting flour and other food products by air to Berlin since July 1. Large squadrons of C-54's, the army cargo planes, are being used to carry food to Berlin. It is reported that the number of cargo planes will be increased to bring the total air transport capacity to 4,000 tons a day. The F.M.A. flour was sent to Germany via the Gulf.

INTERNATIONAL MILLING CO. BUYS MIDLAND

Control of Midland Flour Milling Co., With Flour Capacity of 12,000 Cwts, Passes to International—Capacity of International to 96,000 Cwts and Storage 28,000,000 Bus —J. W. Cain Continues as General Manager, Gordon B. Wood as Sales Manager

KANSAS CITY, July 5.—Announcement was made Thursday, July 1, by Paul Uhlmann, chairman of the board of the Midland Flour Milling Co., Kansas City, and Charles Ritz, president of the International Milling Co., Minneapolis, of the purchase of controlling interest in the Midland company by International,

Contracts for the sale of the controlling interest were signed late Wednesday, and possession and operation of the Midland properties passed immediately to the International organization.

Control was acquired by International through the purchase of Midland stock held by Paul Uhlmann and his family and others. The transaction in-

volves somewhat more than \$2,000,000.

President Ritz of the International company announced that the Midland business in Kansas City and the Southwest will continue to be operated as an individual enterprise, and will maintain its own identity. John W. Cain, it was also announced, will continue in charge as general manager. Gordon B.

Wood will continue as general sales manager.

START OF INTERNATIONAL IN 1892

The International company was started at New Prague, Minn., in 1892 by the late Frank A. Bean, father of F. A. Bean, present chairman of the board. The initial capacity at New Prague was about 500 cwts a day in contrast with the present aggregate of 96,000 cwts.

Mr. Ritz, the president, has been a member of the International staff since 1910. He is vice-chairman of the Millers' National Federation.

MIDLAND HISTORY BACK TO 1870

The Midland company is linked with the introduction of hard winter wheat in Kansas and with the development of milling in the Southwest. It traces back to Newton, Kas., where Bernhard Warrentin, a leader of the Mennonite settlers from the Crimea of Russia, established a mill in 1870. Bernhard Warrentin introduced Turkey hard winter wheat from Russia, bringing seed to Kansas which laid the foundation for the extraordinary development of the state as the world's ranking wheat producer and as the leader in flour milling among all states of the United States.

The Midland mill in North Kansas City was erected and started in 1917 by Shane Bros. interests of Philadelphia, who were large domestic and export flour distributors at that time. Mr. Cain, now the general manager, was associated with the Shanes in the planning and construction of the mill. He acted as sales manager when the business was started and has been associated with it continuously since its beginning.

HENNESSY & ASSOCIATES



CHICAGO, NEW YORK, LONDON, KANSAS CITY



Survival Kit

A Nutritional lifesaver.

Breadstuffs — particularly white bread — have been often maligned as just so much bulk in the stomach. And the sad fact is that many of us within the milling and baking industry have taken this bad rap without really protesting, without countering with the real facts.

It's not enough that we know the nutritional value of our products and that breadstuffs are not fattening — we need to present these facts to our customers. We need to tell the consumer how very important breadstuffs are

to our physical and mental well-being. Especially today when in the rush of our fast-paced lives, we have a tendency to “grab a quick bite and run”.

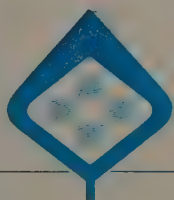
ADM Milling is attempting to set an informational example by presenting some of the nutritional and caloric facts in their ads. Facts that are available to you to use in your promotion.

This chart lists several breadstuff products showing the nutritional composition of each per 100 grams, edible portion.

	White Bread 1-2% NFD Not Enriched	White Bread 1-2% NFD Enriched	Whole Wheat 2% NFD	Biscuits Enriched Flour	Muffins Enriched	Hard Rolls (Pan) Enriched	Plain Rolls (Pan) Enriched	Danish Pastry	Sweet Roll
Water (%)	35.8	35.8	36.4	27.4	38	25.4	31.4	22.0	31.5
Calories - Food Energy	269	269	243	369	294	312	298	422	316
Protein - Grams	8.7	8.7	10.5	7.4	7.8	9.8	8.2	7.4	8.5
Fat-Grams	3.2	3.2	3.0	17.0	10.1	3.2	5.6	23.5	9.1
Carbohydrate-Grams									
Total	50.4	50.4	47.7	45.8	42.3	59.5	53.0	45.6	49.3
Fiber	0.2	0.2	1.6	0.2	.1	0.2	0.2	0.1	0.2
Ash-Grams	1.9	1.9	2.4	2.4	1.8	2.1	1.8	1.5	1.6
Calcium-Milligrams	70	70	99	121	104	47	74	50	85
Phosphorus-Milligrams	87	87	228	175	151	92	85	109	107
Iron-Milligrams	0.7	2.4	2.3	1.6	1.6	2.3	1.9	0.9	.8
Sodium-Milligrams	507	507	527	626	441	625	506	366	389
Potassium-Milligrams	85	85	273	117	125	97	95	112	124
Vitamin A-IU	Trace	Trace	Trace	Trace	100	Trace	Trace	310	70
Thiamin-Milligrams	0.09	0.25	0.26	0.21	.17	.26	.28	.07	.07
Riboflavin-Milligrams	0.08	0.17	0.12	0.21	.23	.23	.18	.15	.15
Niacin-Milligrams	1.2	2.3	2.8	1.8	1.4	2.7	2.2	.8	.8

To further help you spread the good word about breadstuffs — ADM has developed a data kit available to you for the asking. For your kit write: Breadstuffs Data Kit at the address below.

Source: USDA Handbook of Foods. No. 8



ADM MILLING CO.

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ADM also supplies quality bakers shortening, corn sweeteners, CO₂, soy proteins, dough conditioners, and vital wheat gluten for the baking industry.



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**Millers of Spring/Winter Blends
Spring Wheat Flours
Soft Wheat Flours**

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1580 McLaughlin Run Rd.
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Mills at Cleveland, Ohio; Wichita and Kansas City, Kansas

Preserve your breads without adding preservatives.

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Furthermore, there's a growing interest among all consumers in returning to natural ingredients wherever and whenever possible. More and more consumers are reading and studying the ingredients listed on bread labels. They're looking for "No Preservatives Added", a phrase that's be-

coming increasingly important to both you and your customers. Using Bred-Mate, you can meet the growing demand for bread that's baked with all natural ingredients. And it's done without sacrificing dough tolerance or flavor. Actually, Bred-Mate enhances the natural bread flavor and aroma.

Leading bakers throughout the country are using Bred-Mate. To find out why, just send in the coupon or call us. We'll give you a dozen good reasons why Bred-Mate will preserve your breads without adding preservatives.

Leading bakers throughout the country are using Bred-Mate. To find out why, just send in the coupon or call us. We'll give you a dozen good reasons why Bred-Mate will preserve your breads without adding preservatives.

Leading bakers throughout the country are using Bred-Mate. To find out why, just send in the coupon or call us. We'll give you a dozen good reasons why Bred-Mate will preserve your breads without adding preservatives.

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17 Chamberlain Ave.
Elmwood Park, N.J. 07407
(201) 796-1830

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☐ I'd like to try Bred-Mate™

☐ I'd like a dozen good reasons itemizing why Bred-Mate™ will preserve my breads without adding preservatives.

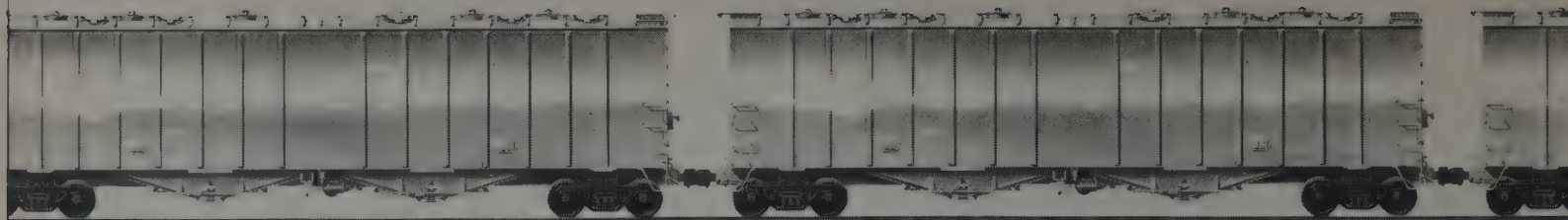
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Company _____ Address _____

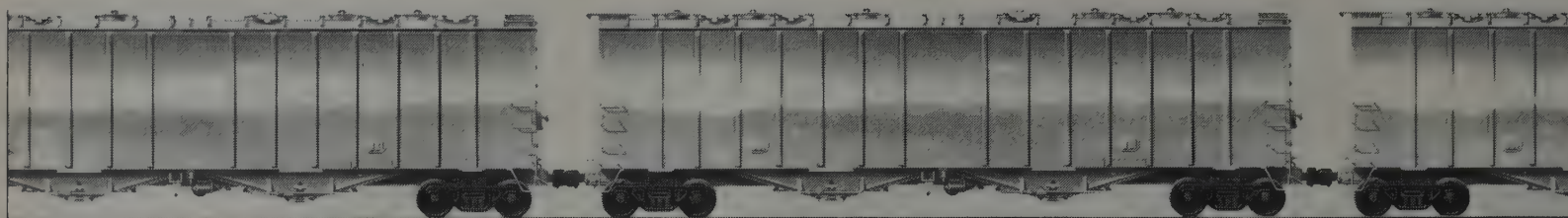
City _____ State _____ Zip _____

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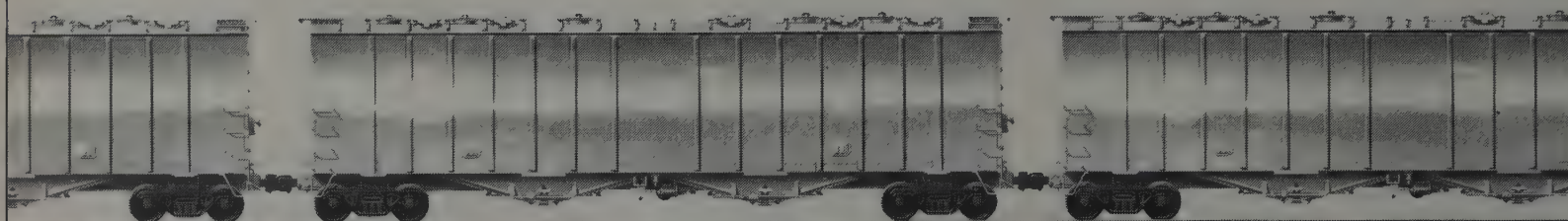
Sausville Foods



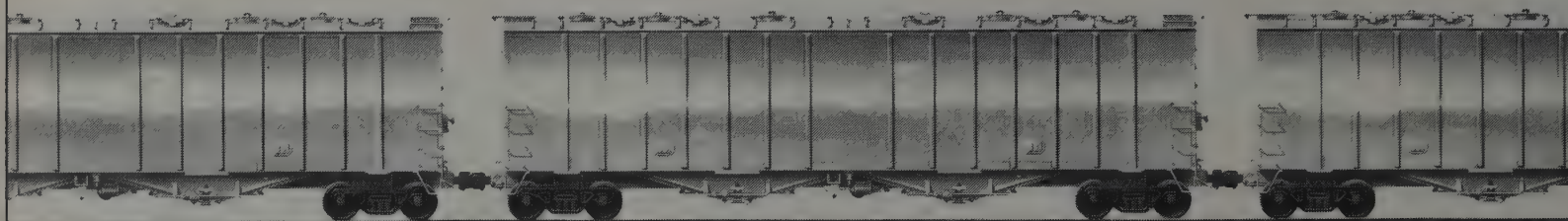
If you're under the impression that you see a lot of Airslide[®] Cars,



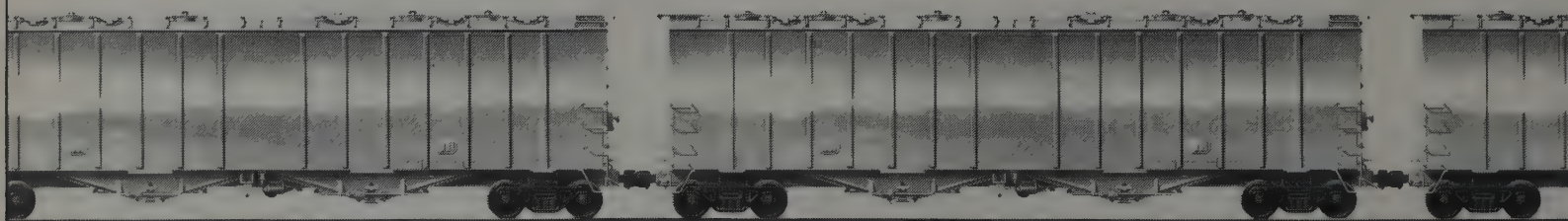
you're quite right. Because the clean, safe economical, and reliable



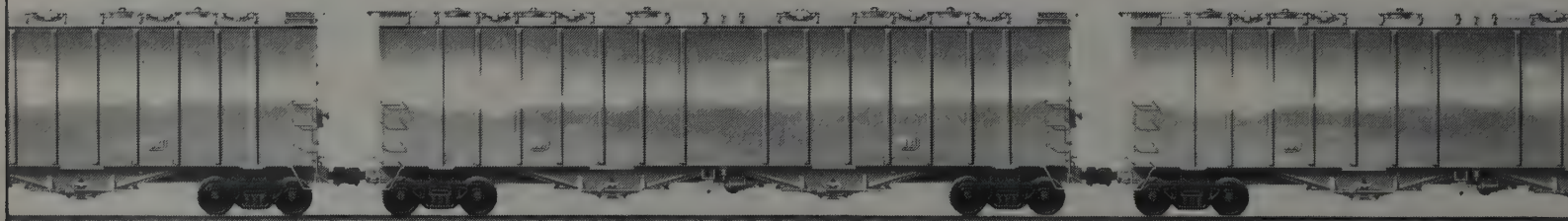
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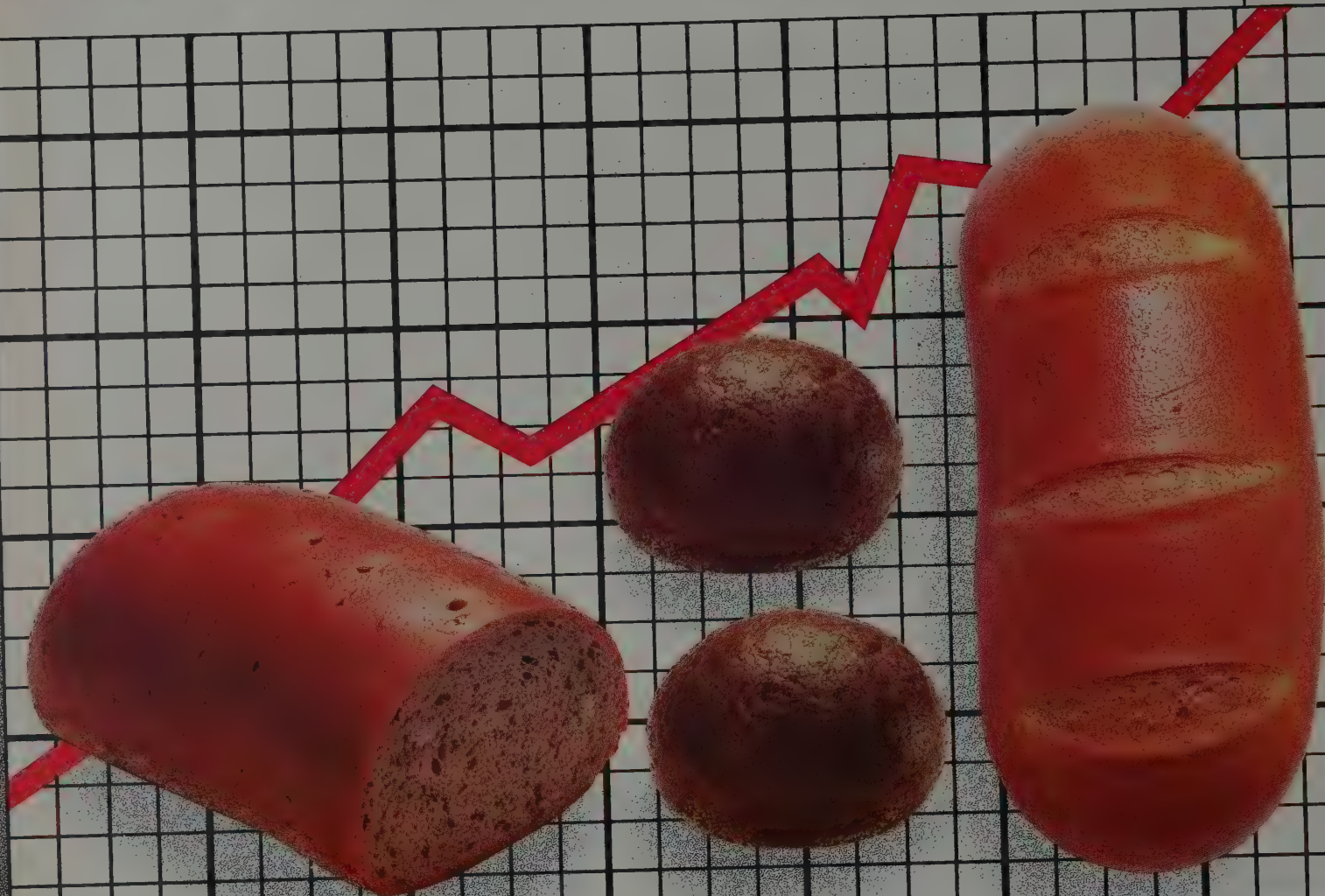
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RYE FLOURS. With your customers, variety breads are big. So are your margins when you produce hot-selling rye hearth and pan breads. We've got white rye flour, medium and dark, rye blends, rye meals and chops. Variety breads move. And that's where the money is.

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THE NINETEEN FIFTIES

The Korean "police action" was sending U.S. food prices higher as the publication began its fourth decade, and the U.S. population passed 155 million, up from about 110 million when *The Southwestern Miller* began. A Denver supermarket chain was reviving the idea of trading stamps, and the Federal Trade Commission was trying to stop Pillsbury from taking over Ballard & Ballard, whose refrigerated, oven-ready biscuits were a great success in the supermarkets. General Eisenhower was elected President, ending 20 years of Democratic party government amidst wild charges of Communist conspiracies by a junior senator from Wisconsin. Midwestern farmers struggled through the worst drouth since the 1930's, with disaster areas in sections of 13 states.

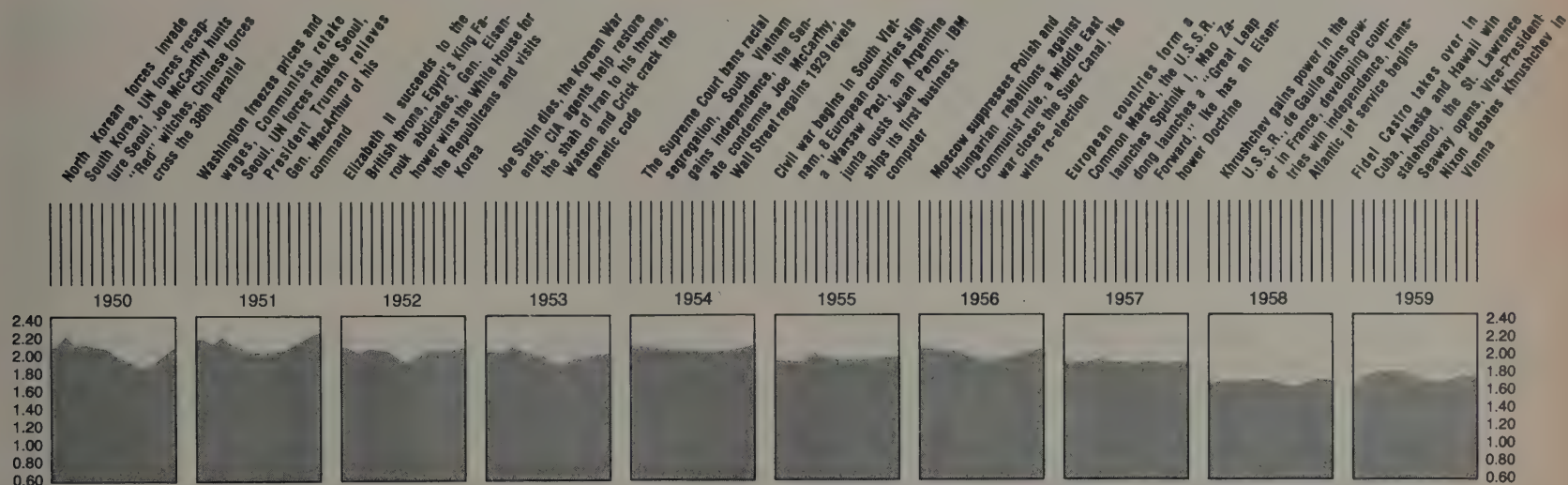
Wall Street's Dow Jones Industrial Average finally passed its 1929 peak of 381.7 in 1953 and closed the year above 404, but government price supports en-

couraged overproduction on the farm and grain surpluses piled up in hen houses, abandoned movie theaters, unused aircraft hangers and old Liberty ships of the "mothball fleet," depressing prices. To prop them up, Congress enacted an Agricultural Trade Development and Assistance Act (P.L. 480) in 1954; the law authorized disposal of farm surpluses in exchange for foreign currencies or as outright gifts, surpluses that would later be called "Food for Peace."

While farm prices might be low, prices at the supermarket were soaring in the wake of the Korean war, and General Eisenhower had won election by promising to do something about those high prices. By October 1954, a 1-pound loaf of bread was selling for 17 cents, up from 9 cents in 1944. Pizza parlors were opening all over the country (Shakey's started at Sacramento, California, in 1954, Pizza Hut at Wich-

ita, Kansas, in 1958) and a lot of flour was going into pizza dough; Ray Kroc was franchising fast-food McDonald's hamburger restaurants, and buns for those hamburgers were creating another large market for flour. Convenience foods were taking larger and larger pieces of the consumer food dollar. Continental Baking, started 2½ years after *The Southwestern Miller*, acquired Morton Packing Co. in 1955 to become the largest U.S. producer of pot pies, fruit pies, cream pies and frozen bread dough.

In the later years of the decade, there was suppression of popular uprisings in Poland and Hungary, six Western European countries removed mutual tariff barriers to form a European Economic Community (the Common Market), Fidel Castro took over Cuba, and the St. Lawrence Seaway opened.



(Continued from 1940) economic recessions, foreign exchange problems, price ceilings, and even profit margin controls. While the prices in the tables reflect actual prices paid by flour millers, notable exceptions account for important episodes in milling history. The most important were a (Continued - 1960)



REACTIONS IN FLOUR TO KOREA RESTRAINED

Practically No War-Inspired Buying of Flour Follows American Intervention in South Korea—Wheat Futures in Most Spectacular Performance, Rising Up to 11c, With Expansion in Trading but Actual Decrease in Outstanding Commitments—Suggestions of Drastic Controls on Production, Exports and Prices in Event of War Curb Speculative Activity

MARKETS for flour exhibited relative calmness and restraint in their reactions of last week to the Korean crisis, which was intensified to a point that led to the use of American ground forces in supporting resistance to the Communist invasion of South Korea. The most spectacular performance in markets involving the flour trade was in wheat, with wheat futures moving up as much as 11c or more a bushel last week, largely on speculation that included much short covering. Other grains also advanced sharply, with the feed grains strengthened by a sensational spurt in hogs.

A slump in stocks on financial markets tended to cool speculation in commodities. One of the factors behind securities, the possibility, if not probability, of drastic controls by the government in the event of more serious Korean developments, exerted a restraining influence on wheat and other commodities.

RESISTANCE AMONG FLOUR BUYERS

While flour sales increased, there was comparatively little evidence of any large scale buying inspired by war developments.

President Perrin Honors Brown 'n Serve Discoverer



MINNEAPOLIS, Jan. 16. — President Leslie N. Perrin of General Mills, Inc., on the left, is shown with Jim Taggart, on the right, the G. M.I. salesman who discovered the Brown 'n' Serve baking process in a

small Florida bakery. Mr. Taggart was honored during "Jim Taggart Day" at the Minneapolis headquarters of the company. Mr. Taggart here displays the latest development in Brown 'n' Serve foods—Danish pastry.

HONOR ON BROWN 'N SERVE

Jim Taggart, Discoverer of Delayed Baking Process, Honored by a "Day" at G.M.I.—Top Officials Attend Dinner

Minneapolis, Jan. 16. — General Mills, Inc., celebrated "Jim Taggart Day" in Minneapolis last Tuesday in honor of the company's flour salesman who discovered the first Brown 'n' Serve rolls in a small Florida bakery. Mr. Taggart was personally escorted on a tour of the company's executive offices in Minneapolis by President Leslie N. Perrin and was feted at a dinner at the Minneapolis Club attended by Harry A. Bullis, chairman of the board, and other top company officials.

Mr. Taggart, who is 43 and has been associated with General Mills and predecessor companies for 23 years, discovered the first Brown 'n' Serve rolls at the Gregor Bakery in Avon Park, Fla., some 80 miles east of Tampa, where he resides. The process was quickly improved in the General Mills commercial bakery in Minneapolis and in November of last year was presented to the bakery trade.

"I must confess, though, that I didn't quite know what I had in my hands when Joe Gregor first showed me a dozen of those unusual rolls the boys were selling down there," Mr. Taggart said in Minneapolis last week.

NOW AVAILABLE IN EVERY STATE

The Brown 'n' Serve process won immediate acceptance, President Perrin noted. Today, the rolls are available in every state and in most communities. Bakers everywhere report they are selling more goods as a result, Mr. Perrin said.

TRIBUTE TO TAGGART AS A SALESMAN

"If it weren't for Jim Taggart, the people of America very likely wouldn't be enjoying Brown 'n' Serve rolls as they are today," Ed Schujahn, manager of general flour sales of General Mills said. "Jim is the kind of salesman we're mighty proud of here in General Mills."

PILLSBURY MILLS BUYS BALLARD & BALLARD

Large Southeast Flour and Feed Properties Are Purchased for \$12,000,000 to \$15,000,000—Completion of Transaction Awaits Review by Government Authorities—To Be Operated As a Separate Unit, With Personnel Intact, Philip W. Pillsbury Says

MINNEAPOLIS, March 26.—In a transaction involving between \$12,000,000 and \$15,000,000, Pillsbury Mills, Inc., has purchased Ballard & Ballard Co. of Louisville, one of the largest flour milling organizations in the Southeast. Details of the purchase, which was announced in Minneapolis Saturday by President Philip W. Pillsbury, were not immediately available.

The transaction has not been and will not be closed pending review by the proper government authorities in Washington, a spokesman for Pillsbury Mills, Inc. said.

"This is the best thing that could have happened to both of us," President Pillsbury and Rogers C. B. Morton, president of Ballard & Ballard, said. "It will mean growth and opportunity for everyone in each company."

FOUNDED IN 1880 IN LOUISVILLE

The Ballard & Ballard business was established in Louisville in 1880 with an original investment of \$30,000. It was first organized as a partnership under the name of Jones, Ballard & Ballard. A few years later Charles Ballard and Thurston Ballard reorganized the partnership under the name of Ballard & Ballard Co. and operated as partnership until 1909, when the business was incorporated in Kentucky under its present name.

From its early history, the principal business of the company was the milling and merchandising of flour. Beginning in 1918, the company developed a

complete line of prepared animal feeds. In 1931, the company acquired patents for the packaging of perishable prepared dough products, and at that time began manufacturing and distributing Ballard's OvenReady biscuits.

Ballard & Ballard has about 1,100 employees.

The Pillsbury family started in the flour milling business in 1869. Pillsbury Mills, Inc., now employs 6,000 persons and in the fiscal year ended May 31, 1950, reported total sales of \$200,900,000.

W. E. LONG TO RETIREMENT

Founder of W. E. Long Co. Gives Up Active Participation and Resigns as Chairman—To Honorary Chairmanship

Chicago, July 9.—W. E. (Ed) Long, founder of the W. E. Long Co. 51 years ago, announced his retirement from active participation in the affairs of the company and his resignation as chairman of the board. The announcement was made at the closing session of the recent general managers' conference of the company in Chicago.

Mr. Long, who formed the business to provide management counsel and advertising service exclusively for baking, sold his interest in the organization in 1949 after 50 years. The sale was made to six of his associates in the operation of the business.

Immense Work for Better Wheat

Kansas State College Studies 10,000 to 20,000 Individual Plants Annually at Manhattan in Breeding for Better Wheat

KANSAS CITY, Sept. 4.—Dean R. I. Throckmorton of the Kansas State College, Manhattan, has sent to Jess B. Smith, president of the Kansas Wheat Improvement Association, the following report on the objectives and goals of the experiment station wheat breeding:

"As you know, there is a great tendency for farmers to grow wheats that are productive to them, without consideration of the milling and baking qualities. There is also the tendency for millers to want only wheat types grown that provide the desired physical dough properties and baking qualities. The type and varieties of wheats millers and bakers want must do well for the farmers, particularly on yield per acre and test weight before farmers will plant them.

SEEK A COMANCHE-TYPE VARIETY

"We have, however, several new crosses from parents such as Marquillo-Oro x Oro-Tenmarq, Marquillo-Oro x Comanche, Kawvale-Tenmarq, and Marquillo-Oro x Pawnee, which show promise of having the milling and baking properties of Comanche, combined with good agronomic characteristics. Selections from new promising crosses

will be increased for seed stock and for pilot plant testing just as rapidly as possible.

President Urges Congress to Enact Brannan Farm Plan

WASHINGTON, Jan. 4.—In his message to the State of the Union to Congress today, President Truman flatly recommended adoption of the Brannan income standard support plan for agriculture, urging Congress to authorize production payments. The President did not mention the Brannan plan by name, but said that the present price support program has serious shortcomings. He urged an extension of mandatory price supports to include crops of importance to the income of farmers. He said that the last session of Congress had improved the support program, but declared that it is not yet adequate.

The President also strongly declared for extension of E.R.P.

KANSAS INTENSIFIES IMPROVEMENT OF WHEAT

Increase of 50% in Breeding Program During Past Year Noted in Annual Report of Kansas Wheat Improvement Association—Encouragement to Better Practices by Farmers in Storing—Sharp Increase in Seed Cleaning Units—More Work in Education

KANSAS CITY, Feb. 11.—Wheat breeding programs to develop new and improved varieties have been increased by 50% in Kansas in the past year, according to the 1951 annual report of the Kansas Wheat Improvement Association. The association, through its contacts with

both state and federal officials, was instrumental in obtaining added funds which have made possible the increased efforts in the development of new wheat. Among the added funds cited in the report as partially the result of association activities are \$150,000 from the Kansas state legislature

for wheat research over a two-year period and \$108,000 from Congress in Washington for specific studies of the causes and means of preventing infestation from greenbugs, mosaic and rust.

During 1951, the report notes, the association continued its activities in

two major fields, encouraging producers to adopt new and improved methods of growing and storing wheat and promoting increased research on growing, storing and marketing practices. The major problems have arisen from 50 to 75 years of continued cropping, which has provided a breeding ground for field insects and disease as well as reduced fertility. The advent of the combine, it also is noted, has brought storage and marketing problems.

The main theme of the association report is that "Wheat Is Big Business in Kansas." The cover of the report is devoted to this theme, and it is noted that the five Kansas wheat crops of 1946 through 1950 averaged \$435,000,000 in value.

PEPPERIDGE CHICAGO UNIT

Construction Started on Plant in Downers Grove, With Cost of \$1,250,000—Consider West Coast Facility

Chicago, Aug. 11.—Construction of a new \$1,250,000 bakery in Downers Grove, a suburb of Chicago, has been started by Pepperidge Farm, Inc., manufacturers of a specialty-type loaf of bread, rolls and fowl stuffing. The Chicago plant, which will be much larger than the headquarters plant in Norwalk, Conn., and also larger than the Philadelphia branch plant, will be one-story, with 50,000 square feet of floor space.

GRAIN EXCHANGES ADOPT SATURDAY CLOSING

Chicago and Minneapolis Directors Approve Year-Round Five-Day Week, With a Strong Sentiment for Same Course in Kansas City—Ballot Vote on Extension of Weekday Session by 30 Minutes—Minneapolis Cites Need for Co-operation as Dominant

THE Chicago Board of Trade and the Minneapolis Grain Exchange last week decided to suspend trading on Saturdays throughout the year, and indications are that other exchanges, including Kansas City, will take parallel action. In addition, seri-

ous consideration is being given to the possibility of extending for 30 minutes the weekday trading session on grain exchanges. A vote will be held on this question in Chicago, and the other exchanges will probably follow the lead of Chicago.

The action of the grain exchanges followed the recent decision of the board of governors of the New York

Stock Exchange to adopt five-day weeks. The governors voted for Saturday closing the year-round and an extension of the daily trading hours for 30 minutes. Even before the New York Stock Exchange action, the New York Curb Exchange and the Midwest Stock Exchange had extended hours and reported that the results were highly favorable.

DROUTH SITUATION IN SOUTHWEST WORSENS

Wheat Crop Observers Comparing Situation With Former Disaster Years—Many Farmers "Dusting in" Seed in Hope of Rainfall

Oklahoma City, Nov. 4.—The Nov. 1 Santa Fe Railway System crop report, covering conditions up to and including Oct. 28, says that the drouth situation in the Southwest is gradually growing worse, and is being likened to former disaster years.

While 90% of the wheat area has been planted in Kansas, the top soil is

to substantial precipitation in the Pacific Northwest and in a band extending eastward from the Great Lakes to New England."

The forecast also says:

"In states bordering the Mississippi and Ohio rivers, about normal precipitation is expected, gradually ameliorating the drouth. However, subnormal precipitation is indicated over the Southwest and Southeast."

very dry and moisture is needed for growth.

Oklahoma has experienced the worst summer and fall drouth in history and little more than half of the wheat acreage has been planted, and germination is extremely slow.

HOPE FOR SOME DROUTH RELIEF

Washington, Nov. 3.—The 30-day weather forecast, issued today, states that little moisture is expected in the hard winter wheat belt of the Southwest during the month of November but adds that "the dry spell which has prevailed over the nation is expected to give way

Possibilities in Bulk Flour Handling

Five Different Types of Bulk Shipping Equipment Being Studied by General Mills, L. R. Jamison Reports to Bakery Sanitarians

CHICAGO, Nov. 3.—While recognizing that "for a long, long time flour will be shipped in 100-lb sacks in box cars," extensive investigations are being conducted into the shipment of flour in bulk, L. R. Jamison, assistant director of the engineering control department of General Mills, Inc., said in an address to the second annual meeting of the National Association of Bakery Sanitarians in Chicago. Mr. Jamison revealed that General Mills is at present engaged in active research on five different types of bulk shipping equipment—Tote box, Trans-Flo car, Flexabin, L.C.L. container and standard covered hopper car.

"It should be recognized," Mr. Jamison said, "that nearly all of our work has been interplant between two of our plants, where we control the equipment, the men, and the product at both ends. Some of the things we are doing may not be feasible for a shipment from a mill to a customer."

DREAM AFTER ECONOMIC OBSTACLES

Undoubtedly, Mr. Jamison said, economic reasons have prevented a quicker application of the bulk techniques to the shipment of flour. When the economic obstacles are overcome, he indi-

cated that "we think that it is entirely within the realm of reason that flour should be delivered from the flour mill without contamination into shipping containers that will keep it free from infestation or contamination and then unload it in a bakery where it will not become infested, so that the dream of having an absolutely sanitary ingredient to incorporate into a loaf of bread is near fulfillment."

NEAR PERFECTION FOR SANITATION

"From the standpoint of sanitation, this form of shipping container is near perfection, in our opinion," Mr. Jamison stated. "The container is absolutely tight. It can be pressurized with an inert gas if desired and kept under pressure indefinitely. It is made by people who make tires and so they are accustomed to making equipment airtight. It is absolutely waterproof."

"We have imagined that the containers would be shipped on flat cars or open gondolas and that they might be stored either filled or empty outdoors with no weather protection. When the containers are emptied pneumatically, a movement of air at more than a mile a minute goes through the containers and they are left perfectly clean."

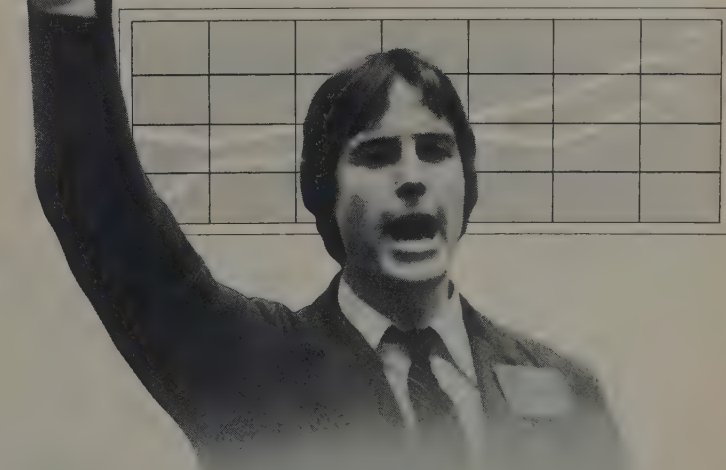
The Professional Edge for the Hedger

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WORLD MAY SHAPE EISENHOWER PLANS

New Administration Expected to Veer Toward More Conservative Course on Decisions Involving General Economy and Markets, But May Find It Necessary to Bow to International Influences—Wheat Pact Decisions May Provide Index to Future Agricultural Program—Level of Supports After 1954 Yet to Be Determined—To Name Commission

WASHINGTON, Nov. 10.—So far as milling, baking and the grain and feed industries are concerned, the administration of President Dwight D. Eisenhower, starting Jan. 20, 1953, will be influenced at the outset to a large degree by progress toward the settlement of the Korean war. It appears that the new administration will give more attention to this problem at the outset than to any other of the formidable questions confronting it. Perhaps the new administration will show its hand early in agriculture, particularly on wheat, by the course it pursues in connection with proposal for the renewal of the International Wheat Agreement. The administration is under the personal pledge of the President-elect, made during the campaign, to stand by the present price support law, which calls

for a 90% rate for the basic crops in 1953 and 1954.

In fact, on wheat and other major crops, the support rates for 1953 already have been set.

ROLE TO BROTHER IN AGRICULTURE

Also, Dr. Milton S. Eisenhower, a brother of the president, has been mentioned for the secretaryship of agriculture. Now president of Pennsylvania State College and former president of Kansas State College, Dr. Eisenhower was at one time head of the Office of Information of the Department, and is thoroughly familiar with its workings. In fact, he had a hand in the Department's last reorganization. Dr. Eisenhower is expected to play a major role in agricultural decisions of the new president. The brother had a part in the speeches on agriculture by the general in the campaign.

NO EXTENSION OF PRICE AND WAGE CONTROLS

President Eisenhower Tells Congress That He Will Not Ask Extension Beyond April 30 Expiration—W.S.B. Moves Quickly to Quit

Washington, Feb. 2.—In his State-of-the-Union message to Congress today, President Dwight D. Eisenhower stated that he will not seek extension of wage and price control authority beyond the expiration of the present legislation on April 30. Noting that no problem has received more careful consideration by the new administration, the President said "the weight of evidence is clearly against the use of controls in their present forms."

He indicated that material and product controls will also be terminated, except for scarce and critical items.

Special agencies no longer needed to administer controls will be abandoned, he noted.

AIRSLIDE CARS TO 1,000

S. D. Moseley, Assistant to President of General American Transportation, Says Total Will Be Reached by Yearend

Catasauqua, Pa., Aug. 1.—Spencer D. Moseley, assistant to the president of General American Transportation Corp., recently indicated that more than 1,000 Airslide cars built by his company will be in operation on the nation's railroads by yearend. Mr. Moseley, who addressed a sales meeting of the Fuller Co. of Catasauqua, Pa., a subsidiary of General American, stated that 560 cars are already in use by industry for the bulk transportation of dry granular materials, and that another 350 are under construction and still more are on order.

DROUTH IN SOUTH, SOUTHWEST, NEW ENGLAND

Production of Feed, Fruit, Vegetables and Cotton Affected and Planning for 1953 Winter Wheat Hindered—Emergency Rates Authorized on Hay for South—Major Corn Belt States Report Progress for Plant—Wide Disaster Area Designations for Aid

WASHINGTON, Aug. 5.—Drouth is plaguing large areas over the United States, notably the New England states, the South and Southwest, seriously affecting feed, fruit and vegetable production, reducing the probable outturn of cotton to a lesser degree and hindering progress on preparations for the 1953 winter wheat crop. In the last 24 hours, the Southeast has received some moisture relief. Also, rain fell Saturday night in parts of Massachusetts, Rhode Island and eastern Connecticut, but not materially enough to alleviate drouth conditions.

The Department of Agriculture, making every effort to assist the drouth areas, has designated the states of Alabama, Arkansas, Georgia, Kentucky, Mississippi, Missouri, South Carolina, and Tennessee as disaster areas owing to lack of moisture. Disaster designations entitle the areas included to obtain federal aid for feed and for new crop planting.

Also, Massachusetts and Maine have been declared drouth disaster areas, and Connecticut and Rhode Island may be added to this list during the present week. Drouth has persisted in New

England for a month.

Announcement was made Monday that the Interstate Commerce Commission has authorized reduced emergency rates on hay for the feeding of live stock in the drouth stricken areas of

the South. The I.C.C. notified railroads that they may disregard published freight rates in order to handle hay in carloads for the drouth areas in the South.

START LOADING SHIPS FOR WHEAT STORAGE

Emergency Program Begun in New York Harbor With Department of Agriculture Storing Grain on First Two of 50 Vessels to be Used

New York, April 20.—The first two of the 50 reserve ships from the Hudson river fleet which will be used for storage of about 12,000,000 bus of government-owned grain were moved down the river last week to piers in New York harbor, where they are being loaded with wheat. After being loaded, the ships will be returned to anchorage at Jones Point and held there until the grain is eventually removed. Actual loading at grain elevators in the New York port began early Tuesday morning and is expected to be completed by June 30.

An official of the Department of Agriculture explained that the ships are being used to store grain because suffi-

cient public facilities are not available. It is not known how long the ships will be used.

Under the emergency storage program, which is similar to one completed in 1950, all expenses will be paid by the Department of Agriculture, which will also arrange for stevedoring, loading work and provide barges and lighters. None of the 50 ships will require drydock repairs, but they will be fumigated and cleaned.

TOTAL ANNUAL COST UP TO \$1,558,750

Although the storage in the reserve fleet is technically rent-free to the Department, the other costs are quite substantial.

NEW HOME FOR CONTINENTAL

Option Is Taken on 18-Acre Site in Rye, N. Y., by Continental Baking Co. for Executive Offices and Laboratory

New York, Jan. 17.—Continental Baking Co. has taken an option to buy 18 acres of land in Rye, N. Y., for the construction of a two-story main executive office and a one-story laboratory. Rye is a suburb of New York City. Present headquarters of Continental Baking Co. are in Rockefeller Center in Manhattan, while the company's laboratories are now located at Jamaica, N. Y.

Purchase of the 18-acre site is dependent on the company receiving permission from the city authorities in Rye to rezone the area to permit construction of the two buildings. The property, now classed in a residential zone, is owned by the Miriam Osborne Memorial Home for elderly women. It is situated between Theall Road and Theodor Frend Avenue.

CARGILL TO BATON ROUGE

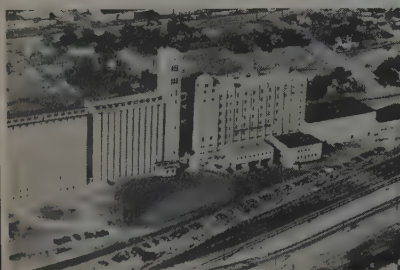
Agreement to Operate New 2,500,000-Bu Gulf Grain Elevator Announced—Construction to Be Completed by July 1

Minneapolis, Sept. 6.—Cargill, Inc. has entered into a long-term lease to operate a new 2,500,000-bu Gulf terminal grain elevator to be built by the Greater Baton Rouge, La., Port Commission, it was announced last week. Under terms of the agreement, the grain elevator, together with a dock facility exclusively for grain ships and barges, will be completed and placed in operation by July 1, 1955. The lease runs for 20 years and Cargill has an option to renew for another 20 years.

Agreement to lease the new grain facility, which is expected to cost \$3,100,000, was signed by H. R. Diercks, vice-president of Cargill, Inc., and Ernest D. Wilson, president of the port commission at Baton Rouge. The agreement culminates almost two years of study and negotiation, begun shortly after activation of the commission in 1952.

Cargill will operate the facility as a public grain elevator, on published handling, storage and other charges competitive with those in effect at all Gulf terminal grain elevators.

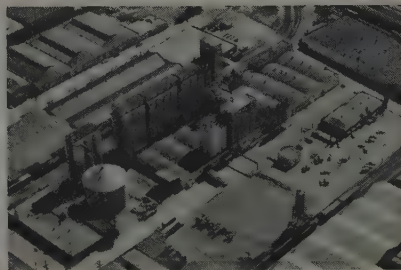
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RUSSELL-MILLER CONTROL PASSESTO PEAVEY

Acquisition of Controlling Interest in Russell-Miller Milling Co. Completed With Deposit of More Than Required Minimum of 165,000 Shares—Purchase Offer Extended to Jan. 19—Business Continues as a Separate Corporation With Present Officers, Employees—President M. F. Mulroy of Russell-Miller Points to Great Confidence in Future

MINNEAPOLIS, Jan. 11. — Controlling interest in the Russell-Miller Milling Co. passed last week to F. H. Peavey & Co. Announcement of the acquisition of control by the Peavey organization was made Friday following acceptance of the Peavey purchase offer by holders of more than 165,000 shares of Russell-Miller common stock. The Peavey purchase offer on Russell-Miller stock has been extended to Jan. 19.

Simultaneously with the announcement of the acquisition of control, the Peavey organization issued a statement emphasizing anew "its intention that the business of Russell-Miller will continue to be operated in the same manner and on the same high plane as at the present time" and "as a separate corporation." Also, retention of the present management personnel and employees was indicated.

M. F. Mulroy, president of the Russell-Miller Milling Co., said in a statement that "the acquisition of controlling stock by F. H. Peavey & Co. represents not only the bringing together of two important grain and milling institutions but the integration under one ownership of non-competing facilities that will permit broader, more efficient and more economical service to the consumer." Furthermore, on behalf of Russell-Miller executives and employees, President Mulroy pledged "our loyalty and co-operation in carrying on a smooth, uninterrupted operation."

F. H. Peavey & Co. has long been identified with the flour milling industry through the King Midas Flour Mills, which operates substantial capacity for spring wheat, durum and rye.

ENRICH 77 TO 81% OF BAKERY, FAMILY FLOUR

Survey by Agricultural Marketing Service, Based on Ingredient Sales, Points to About Same Average as in 1943-46 Under War Food Order—60 to 65% of All Civilian White Flour—More Into Non-Bread Cereal Foods—Trend to Low Potency Riboflavin

WASHINGTON, Aug. 2.—Sufficient enrichment ingredients were sold from 1950 to 1953 to enrich from 77 to 81% of the total amount of flour sold for commercially baked bread and rolls or for family use in civilian consumption channels. This was indicated today in a "Review of Cereal Food Enrichment in the United States, 1950-53," prepared by the Agricultural and Marketing Service. The A.M.S. survey pointed out that the actual percentage of bread, rolls and family flour enriched

may be a point or two higher than the indicated 77-81% level in view of the fact that "an unknown but probably not large amount of flour used in pastry mixes is included in the total and enrichment ingredients for such mixes are reported with the ingredients for breakfast cereals, corn meal, macaroni and spaghetti and miscellaneous cereal products."

On the basis of total non-civilian takings of flour, including all products, it was estimated by the A.M.S. that during 1950-53 sufficient ingredi-

ents were used to enrich from 60 to 65% of the civilian white flour sold as family flour, as commercial flour or as commercially baked white bread and rolls. This excludes the premixes of synthetic vitamins and iron for enrichment of cereal products other than flour and bread, some of which may be added to various pastry mixes which have become popular in recent years. It is believed that the quantity of enrichment ingredients going into such pastry mixes is small.

WESTON ACQUIRES CONTROL OF NATIONAL TEA

Canadian Baking and Grocery Leader Purchases 28% of Common Stock in Fifth Largest U.S. Grocery Chain—Third Rank in North America

Chicago, Nov. 28. — Acquisition of stock control in National Tea Co. by W. Garfield Weston, leader in the Canadian baking and biscuit industry as well as in the baking and grocery industry of the United States and Britain, was announced Friday. Mr. Weston, whose principal holding company is George Weston, Ltd., Toronto, has purchased about 28% of the outstanding

common stock of National Tea. The latter company, with headquarters in Chicago, is the fifth largest grocery chain in the United States with sales this year expected to reach \$575,000,000. It is estimated that, with the purchase, Mr. Weston's interests now comprise the third largest retail food chain operation in the United States, topped only by the Great Atlantic & Pacific Tea Co. of

America, Inc., and Safeway Stores, Inc.

Mr. Weston acquired his stock in National Tea from two principal holders. From John F. Cuneo of Chicago, a director of the company, Mr. Weston purchased 344,000 shares at a reported price of about \$22,000,000. He purchased another 200,000 shares from the family of R. V. Rasmussen, former president of the company. This gives Mr. Weston 544,000 out of the 1,970,700 shares of outstanding common stock of the company. The National Tea stock closed Friday on the New York Stock Exchange at \$51½, a rise of 5½ points for the week.

Mr. Cuneo, who heads the Cuneo Press, Inc., acquired his interest in National Tea in 1944, when he and a group of investors bought virtual control of the company and elected Harvey V. McNamara as president. It was indicated that Mr. Cuneo then paid about \$1,900,000 for 348,000 shares.

OPERATES 743 STORES IN 11 STATES

National Tea is one of the fastest-growing grocery chains in the United States, currently operating 743 stores in 11 states with about 19,000 employees.

Its sales in the past 10 years have expanded from \$107,000,000 to the estimated \$575,000,000 this year.

It has been indicated that Mr. McNamara will continue as president and general manager of National Tea, and that headquarters will be retained in Chicago.

"ORDERLY AND GRADUAL" SURPLUS DISPOSAL

Important Foreign Policy Statement by President Eisenhower Says United States Will Move Its Holdings in World Channels Without Impairing Position of Friendly Countries, But at Competitive Prices—Sales to Be Handled by Agriculture Department

DENVER, Sept. 13. — A foreign disposal program designed to permit "an orderly and gradual liquidation of our agricultural surpluses" was called for by President Eisenhower in a policy statement issued Thursday covering the administration of the Agricultural Trade Development and Assistance Act of 1954. The President also issued an executive order designating the authority for carrying out the provisions of the act,

which provides \$700,000,000 for the sales of surpluses abroad in exchange for local currencies in the next three years and up to \$300,000,000 for gifts of surpluses to friendly peoples in the event of national disaster or famine over the same period.

The sales program will be under the direction of the secretary of agriculture, mainly through the Foreign Agricultural Service, and the relief aid will be carried out by the Foreign Opera-

tions Administration. Previous surplus sales programs had been carried out by F.O.A.

The policy statement, termed "important" by the White House, was prepared by an interdepartmental committee under the chairmanship of Clarence Francis, special consultant to the President and former chairman of the General Foods Corp. It was approved by the President at the summer White House in Denver.

NEW SURPLUS DISPOSAL ALREADY UNDER WAY

Secretary Benson Points to Authorization of First Purchases Under \$700,000,000 in Next Few Weeks—Negotiations With Several Countries—Undue World Market Disruption to Be Avoided—Agreements Must Precede Private Sales—Aim for Market

WASHINGTON, Sept. 20.—First purchases under the Agricultural Trade Development and Assistance Act of 1954 are expected to be authorized within the next few weeks, it was indicated today by Secretary of Agriculture Benson in a preliminary announcement of plans for carrying out Department of Agriculture responsibilities under the surplus disposal program. In an executive order signed Sept. 9, President Eisenhower assigned principal responsibility for carrying out the act's sales program to the Department of Agriculture.

MORTON PACKING CO. TO CONTINENTAL BAKING

Producer of Meat Pies and Frozen Food Pies, With Headquarters in Louisville, to Continental Baking Co. Under Program of Diversification

New York, Oct. 3. — R. Newton Laughlin, president of the Continental Baking Co., made announcement of negotiations for the acquisition of the Morton Packing Co. of Louisville, Ky., a major producer of frozen meat pies and the country's largest producer of frozen fruit pies. This will be the sec-

ond step of the Continental organization toward diversification. Earlier this year Continental purchased Stewarts, Inc., Memphis, Tenn., a producer of potato chips, mayonnaise and snacks.

"This is another step in Continental's continuing program of diversification," Mr. Laughlin commented.

The Morton Packing Co. has plants in Crozet, Va., Webster City, Iowa, and Nashville, Tenn. Its plant in Louisville was closed last spring, with the operations transferred to Webster City. The Morton Co. has 925 employees at its various units, and sales for the first quarter were \$4,699,974, with net of \$121,159, or 62c a share on 193,000 common shares outstanding. That quarter's sales compared with only \$1,957,556 a year ago, when earnings were \$49,983, or 43c a share on 111,500 shares outstanding in the first quarter of 1954.

Continental Baking Co. sales in the 13 weeks ended June 25 were \$59,159,521, against \$51,721,750 in 1954.

ELECTION BLOW TO BRANNAN FARM PROGRAM

Republican Victories Point to Abandonment of Legislation by Truman Administration—Renewed Angling for Farm Vote May Bring Consideration of Two-Price Plan and Wave of Investigations of Agriculture Department, Including Commodity Credit Corp.

WASHINGTON, Nov. 13.—Republican victories in the Congressional election of last Tuesday point quite definitely to the abandonment of the Brannan farm price plan in future legislation sponsored by the Truman administration. The overwhelming victory of Senator Robert A. Taft in Ohio, who openly attacked the Brannan plan, and the de-

feat of former Under Secretary of Agriculture Albert J. Loveland in Iowa in the race for the Senate are among the developments of the election which have dealt a blow to the Brannan plan.

Furthermore, the Oklahoma election of A. S. Mike Monroney to the Senate, an opponent of the Brannan plan, is also deemed a blow to any revival.

NOW MARTHA WHITE MILLS

Change in Name From Royal, Barry-Carter Mills, Inc. Announced by Cohen T. Williams—For Closer Identification

Nashville, Tenn., Dec. 8.—The corporate name of Royal, Barry-Carter Mills, Inc. has been changed to Martha White Mills, Inc., it was announced by



COHEN T. WILLIAMS

Cohen T. Williams, president of the organization. Mr. Williams said that the change was made to permit closer identification with the Martha White label as a trade mark.

The company recently announced plans for construction in the near future of a large, modern kitchen in which all Martha White recipes will be tested.

Under the Martha White name, the company markets self-rising and plain flours, self-rising and plain corn meal, coffee, jams, jellies and preserves.

PRESSING FOR ADDITIONS TO GRAIN STORAGE

Department of Agriculture Arranges for More Ships, Seeks to Encourage Farm Construction Through Loans and May Become Buyer of Bins for Commodity Credit Corp.—Meetings in Des Moines and Omaha on Solution of Space Shortage Problem

WASHINGTON, June 1.—With wheat prices in futures markets last week down to levels showing discounts of as much as 48c a bu under the probable 1953 loan rate in Chicago and July shipment bids on No. 2 red wheat as much as 55c under the indicated support rate, the Department of Agriculture is pressing for more storage space and even considering purchases of additional bins for the Commodity Credit Corp. The Department's interest was both economic and political, the latter influenced from recollections of the influence of the storage space shortage of 1948 on farmer voting.

Corn as well as wheat storage needs are of increasing concern in the Department of Agriculture, and all possible steps for corrections are under way.

Additions to farm storage are being stressed as most practical.

PEACE MAY EXPAND WORLD FLOW OF GRAIN

Michel Fribourg, President of Continental Grain Co., Points to Benefits at Annual Meeting—Chairman Rene Fribourg Notes Added Cohesion

St. Louis, April 13.—While it is still an unpredictable factor, the establishment of an enduring peace between the Eastern and Western worlds could result in a tremendous expansion of the movement of grain and other goods in international trade, Michel Fribourg, president of the Continental Grain Co., said in an address Saturday evening at a dinner marking the end of the annual management meeting of the company at the Park Plaza hotel in St. Louis.

"If a truce in Korea is signed—and this now seems probable—and is followed by an enduring peace, then ex-

changes of goods between the East and West could attain tremendous proportions, and the whole outlook of the grain picture could change completely overnight," Mr. Fribourg stated. "Unfortunately, there are many ifs and buts connected with this situation, but one should take these possibilities into consideration."

AMPLE SUPPLIES FOR 1953-54

In a review of the domestic market, Mr. Fribourg said that, with the large carryover from the current season, supplies of grain in the United States for 1953-54 will be ample. "This will enable us to handle again a large volume of business domestically," he pointed out.

He touched on the need for co-operation in the grain sanitation program of the Food and Drug Administration, and stressed the "continued need for co-operation with the government agencies." "All our elevators," he said, "must be kept at all times in the most sanitary possible condition and care must be taken that no wheat or other grains which could be seized is shipped out."

BELL BAKERIES IN REORGANIZATION ACTION

Business Controlled by George A. Krug and Sons Files Voluntary Proceedings Under Chandler Act—Creditors Reject Settlement Offer

New York, N. Y., Jan. 11.—Bell Bakeries, Inc., operating nine bakeries in the Southeast and Central states, with headquarters at 425 Fourth Avenue here, filed voluntary proceedings under Chapter 11 of the Chandler Act. Liabilities were listed at \$1,351,637, including secured claims of \$732,614, and assets of \$3,101,947.

A settlement offer of 25%, payable 5% a year after confirmation, and annual payments of 10% thereafter, was proposed, but immediately rejected by the creditors. The creditors include a number of mills, as well as various bakery supply houses, and a number of large bakers that supplied cakes to the Bell plants.

The business of Bell Bakeries, Inc., is controlled by George A. Krug and his four sons. The company operates 11 plants and 24 distribution depots from Flint, Mich., to Miami, Fla. Its main bakeries are located at St. Petersburg, Ft. Pierce, and Daytona Beach, Fla.; Winston Salem and Raleigh, N. C.; Quincy, Ill.; Terre Haute, Ind.; Youngstown, Ohio, and Flint, Mich.

The Krug family also owns the George A. Krug Baking Co., which operates a large bakery in the Metropolitan area of New York. In recent years, the Krug family had formed the Krug Enterprises, to handle all of its bakery operations.

It is rumored in trade circles that one of the reasons for the financial difficulties of Bell Bakeries, Inc., is that heavy losses were suffered in commodity futures trading, and particularly from a short position in cocoa futures.

It is reported here that two or three

large chain bakers are interested in acquiring the Bell Bakeries, Inc., and if this is done, creditors would probably be paid in full immediately.

MRS. BAIRD'S OPENS HUGE BAKERY IN DALLAS

Plant of Texas Independent Organization Begins Operations—Termed Largest in Country With Weekly Maximum Capacity of 2,000,000 Lbs of Bread and Space for Expansion of 50% — Completely Automatic, Pneumatic Flour, 330-Foot Proofing Tunnel

DALLAS, TEXAS, Sept. 7.—Production has started on a commercial scale in the largest bread baking plant in this country—the new facility of Mrs. Baird's Bakeries, Inc., in Dallas. The plant, which is completely automatic, houses two separate bakeries in its 140,000 square feet of floor space and has a rated maximum capacity of 2,000,000 lbs of bread a week. It is also the nation's first completely air-conditioned bread baking plant.

Located at Mockingbird Lane and Central Expressway, the new plant is on a six-and-a-quarter-acre plot. The bakery proper is two stories, 512 feet long by 86 feet wide, and a one-story garage measures 80 by 412 feet with 32,960 square feet. The enclosed area of the new garage, which has a loading area for 60 trucks, is considerably larger than the floor space in the former plant of Mrs. Baird's in Dallas.

Test bakes were conducted for more

than two months in the huge new plant.

Before final designs for the structure were formulated, the production personnel of Mrs. Baird's visited outstand-

ing bread plants throughout the nation. In designing the plant, the designers laid out the equipment required and built the plant around it.

PURITY AND AMERICAN MERGER IS APPROVED

Stockholders of Two Companies Favor Consolidation, Effective June 15 —Second Largest Baking Company, With Sales Above \$125,000,000

Chicago, June 15.—Merger of the Purity Bakeries Corp. and the American Bakeries Co. has been approved by more than two-thirds of the stockholders of each of the companies and the consolidation will become effective today, June 15. The name of the company will be the American Bakeries Co.

At a special meeting last Tuesday in Chicago, more than 88% of the outstanding stock of the Purity organization was voted in favor of the merger.

TO BE WINN-DIXIE STORES

Stockholders of Winn & Lovett and Dixie Home Stores Approve Merger of Companies Through Exchange of Stock

Jacksonville, Fla., Oct. 31.—Stockholders of Winn & Lovett Grocery Co. last week approved a merger of the company with Dixie Home Stores.

ON CONTINUOUS DOUGH MAKING PROCESS

William J. Orchard, President of Wallace & Tiernan Process Co., Tells Millers' National Federation Convention of "John C. Baker Do-Maker Process"—Ferments the Ferment and Saves Dough Fermentation Time — Excellent Results With Present Flour—Better Loaf Claimed—Tests by Industry Invited After Trials in Six Unnamed Bakeries

Chicago, May 12.—Presenting a public report for the first time on the "John C. Baker Do-Maker Process," William J. Orchard, president of the Wallace & Tiernan Process Co., told the Millers' National Federation convention this afternoon that the process ferments the ferment, continuously and accurately feeds all basic ingredients into a closed system of equipment and produces excellent results with present flour. Mr. Orchard said that the process "makes a better loaf of bread."

Stating that the process will be installed in six unnamed bakeries on the eastern seaboard this summer, Mr. Orchard announced that milling and baking co-operative tests will then be invited. The process will be made available to the baking industry after satisfactory plant-scale commercial operation.

All ingredients used in the process are permissible under the federal standards for bread.

The full text of the outline presented by Mr. Orchard follows:

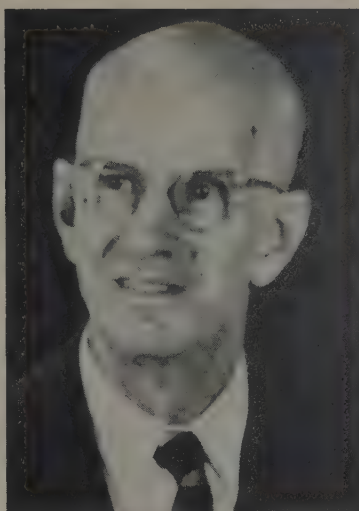
THIS appearance before this fine group of customers, competitors, chemists, bakers, publishers, and representatives of the allied trades comes about as near as anything could to a "command performance"—for when Herman Steen writes that he and many millers feel that "it's time to have a presentation before the Millers' National Federation of the continuous bread mixing process and what it may



WILLIAM J. ORCHARD

mean to the milling industry," and that invitation is reinforced by urgings from several very important members of your organization, it comes pretty close to a must.

It is, however, not quite in consonance with the Wallace & Tiernan tradition. We are an organization of scientists—of engineers—of chemists. Re-



DR. JOHN CLARK BAKER

search has been the very foundation of Wallace & Tiernan's progress. We choose to let our products and performances speak for themselves—and not to speak of them ourselves—but to have others report upon them and their actual accomplishments. There has been so much curiosity and so many less than accurate reports about our

endeavors, that my associates felt it was time to make a nontechnical preliminary statement on our progress in the continuous manufacture of bread doughs.

Of course, it is a pleasure to be here to meet so many friends—to appear before you not as a vocalist nor a pianist nor as host to one of those open house Marine dining room luncheons that shall ever linger in fond memory—but here as an officially invited speaker on this program to tell you about a revolutionary new process to make dough—dough for bread and, we believe—dough for the baker—for the miller—and we hope for us.

A REVOLUTIONARY NEW METHOD

For Dr. John Clark Baker and his associates have developed a revolutionary new method for the commercial production of bread. That they should have done this in the light of their past performance, though quite logical, is truly a tribute to Dr. Baker's genius, a shining example of the value of research and of teamwork, and a beautiful illustration of persistence and keeping-everlastingly-at-it. It also proves again the value of the co-ordinated chemical, biological, bacteriological, cereal chemistry and all types of engineering research personnel and facilities that through the years have been developed by Wallace & Tiernan and now, all working together, is the established Wallace & Tiernan method of tackling a problem.

STORAGE OCCUPANCY AGREEMENTS REOPENED

Program Under Which C.C.C. Will Make Payments if Occupancy of Grain Facilities Falls Below a Certain Level Is Again Available to Commercial Operators—Applications Accepted Immediately, With Completion Goal of April 1, 1955, for Handling Grain

WASHINGTON, May 31.—Applications for grain storage occupancy contracts between the Commodity Credit Corp. and commercial operators will again be accepted, starting immediately, the Department of Agriculture announced Friday afternoon. The program, which provides for payments to warehousemen if the occupancy of the approved storage facilities falls below certain

levels during a specified period, is similar to that on which applications were halted after Sept. 30, 1953.

It also has been indicated that the C.C.C. is considering the purchase of an additional 100,000,000 bus of bin capacity on top of the 100,000,000 bought in April. Such purchases would raise the C.C.C.-owned bin capacity to about 835,000,000 bus.

STORY OF SUNBEAM IN AD

Growth of Quality Bakers of America Co-operative into a National Organization Is Told in Saturday Evening Post

Philadelphia, Pa., June 8.—"This little girl has 87 daddies" is the headline in the advertisement for Miss Sunbeam bread of Quality Bakers of America Co-operative, Inc. in the May 23 issue of *The Saturday Evening Post*. The advertisement, the first in baking industry history to appear in a national magazine, is mainly devoted to a large picture of Miss Sunbeam.

The text of the advertising copy follows:

"Once upon a time there were eighty-seven individual bakers who had a dream—a dream to bake the best bread man could hope to bake.

"They came together as Quality Bakers, and they brought with them genera-



MAGAZINE AD FOR SUNBEAM

tions of baking skill. In shining, spotless kitchens, and with the purest of ingredients, they fashioned a loaf so wonderful that they knew there had never been another loaf like it. They called it Sunbeam, and to symbolize its goodness they chose a lovely little girl. It seems only yesterday that they tied the blue ribbon in Sunny's golden curls and put her on the first loaf of Sunbeam Bread.

CONGRESS APPROVES SURPLUS DISPOSAL BILL

Measure Providing \$700,000,000 for Sale of Private or C.C.C.-Held Surpluses in Exchange for Foreign Currencies Sent to White House

Washington, July 5.—Both the Senate and the House passed on Wednesday and sent to the White House the Agricultural Trade Development and Assistance Act of 1954, which authorizes the President to use up to \$700,000,000 in the three years ended June 30, 1957, for the sale of surplus agricultural commodities in exchange for foreign currencies. The measure, under consideration in Congress for the past year, also permits the President to use up to \$300,000,000 in C.C.C. surpluses for gifts to friendly peoples in meeting famine or other urgent relief requirements in the three years.

In addition, the House has included in its foreign aid bill for 1954-55 a provision that \$500,000,000 of the aid funds should be used for the purchase of agricultural surpluses in the United States. This measure, which has not yet come up for consideration in the Senate, is similar to Section 550 in 1953-54 foreign aid measure providing that not less than \$100,000,000 nor

more than \$250,000,000 should be used on surplus sales in exchange for foreign currencies.

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RESTRICT EXPORT WHEAT SALES BY C.C.C.

Department of Agriculture Announces Acceptance of Grain Trade Proposal to Halt Agency's Workings to Exporters, With Most Supplies to Come From Free Market—C.C.C. Stocks for Export Subsidy Payments, Against Barter, Donations—Expect a Marked Reduction in Loans With Higher Prices — Powerful Backing Brings Acceptance

WASHINGTON, July 16.— In an extremely sudden action, the Department of Agriculture announced late Friday afternoon that Commodity Credit Corp. sales of wheat for export would be halted, effective Sept. 4, and that export requirements in the future would be supplied from free market supplies, with the exception of subsidy payments in the form of C.C.C. wheat, and supplying wheat for barter and foreign and domestic donation programs.

The announcement came as a "bombshell" in the wheat and flour markets, as the program, which had been actively sought by the grain trade over the past several months, had appeared uncertain of approval by the Department of Agriculture.

Under the leadership of Carl C. Farrington, Minneapolis, chairman of the National Grain Trade Council, an active campaign had been waged to secure backing of interests that would influence the Department in making a favorable decision on the trade's proposals.

Consumers Prefer Fluffier Bread

Survey by A.M.S. in Rockford, Ill., Shows Standard Commercial Loaf Ranks Among Preferred List—Almost All Housewives Buyers

WASHINGTON, May 21. — Bread representing the present commercial standard (high in specific volume and sucrose, 3% lard and 4% nonfat milk solids) was found among the preferred brands by consumers in an extensive survey of consumer preferences for white breads of different formulas conducted by the Agricultural Marketing Service in Rockford, Ill. Some of the results of the study are summarized by Milton Jacobs of the

A.M.S. staff in the May issue of "Marketing Activities," a Department of Agriculture publication.

French Assembly for Common Market in Europe

LONDON, July 13. — The National Assembly of France this week voted 342 to 239 for French participation in the proposed European common market treaty, which provides for the elimination of all tariffs, import restrictions and export subsidies over a period of 12 to 15 years. The countries working on this plan include France, West Germany, Italy, Belgium, Luxembourg and The Netherlands.

Approval of the plan by six parliaments of the participating countries is required to make it effective. Two have now approved, the West German Lower House and the French assembly.

Great Britain is considering a link with the six country market areas, but in Canada pressure is exerted to exclude farm products from its provisions.

WAR, REBELLION INJECTED INTO EXPORTING

March of Israel Forces Into Egypt Arouses Concern Over Deliveries Against Recent Large Middle East Flour Purchases—Increased Supplies May Move to Freed Satellite Countries — Moderate Flour Sales Including Indonesia and Inquiries From Vietnam

AN UNEASY atmosphere has developed in export flour trade as a result of the march of Israeli troops into Egypt. Largest share of overseas flour business in recent weeks was around or near the area of war unsettlement, and concern is voiced over the threat to shipping and possible delays or inability to make deliveries on schedule. Most of the Middle East countries, also several African destinations, have been consistent, even heavy buyers of flour in the United

States, but too little time has elapsed to give any indication of the reaction on sales from the invasion news.

Besides the Middle East developments, export wheat trade was tremendously interested in reactions from the rebellion in Hungary against the Soviet and the freedom won by Poland. Increased supplying of American surplus wheat to these areas was envisioned.

FLOUR TO NETHERLANDS, INDONESIA
Export sales last week were of moderate

total. Small additional lots were booked by the Netherlands, but no business was done with other European countries. More flour was sold to Indonesia, and inquiries came from importers in Vietnam for offers of U. S. flour against recent authorization of \$1,000,000 for flour purchases in the United States. At least a slight pickup occurred in workings to the Philippines, while a consistent, although small run of business came from the Americas.

GENERAL BAKING BUYS VAN DE KAMP CONTROL

Extension of Operations to West Coast Through Purchase of Bakeries and Retail Outlets of Pacific Chain Announced By General Baking Co.

New York, Sept. 3.—General Baking Co. has extended its operations to the Pacific coast through acquisition of a controlling interest in Van de Kamp Holland Dutch Bakers, Inc., Los Angeles, it was announced Thursday by George L. Morrison, chairman of the General company.

In California, Van de Kamp's operates a baking plant, 240 supermarket service units and retail store outlets, four deluxe coffee shops and a drive-in restaurant at key shopping areas of Los Angeles, Orange, Riverside and San Bernardino counties. In the Seattle-Tacoma, Wash., area, Van de Kamp's has one baking plant, 68 retail shops, including 54 self-service stores, four supermarket outlets and 10 shops.

much flour today is handled either in tote bins, trailer truckers or the Airslide railroad car and pointed out that a railroad car containing tote bins can be unloaded by one man in approximately 45 minutes as compared with several hours using three and four men to stack and store flour in bags on skids.

FULL PRESIDENT IN CHICAGO

Members Approve Change Providing for Employment of Non-Member President — Julius Mayer Is New Chairman

Chicago, Aug. 20.—By a vote of 507 to 284, members of the Chicago Board of Trade on Thursday approved a change in exchange rules that will lead to the employment of a non-member president. In announcing approval of the new rule, Julius Mayer, executive vice-president, Continental Grain Co., president of the exchange, said that it means for the first time in the 108-year history of the Board of Trade a non-member will carry the title of president.

SPARBOE TRADE ACT PLEA

Vice-President of Pillsbury Mills Appears as Chamber of Commerce Spokesman in Support of Five-Year Extension

Washington, March 3.—Appearing Wednesday before the House Ways and Means Committee as a spokesman for the Chamber of Commerce of the United States, A. B. Sparboe, vice-

president of Pillsbury Mills, Inc., urged a five-year extension of the Reciprocal Trade Agreements Act together with further authority for "gradual and selective" lowering of tariffs on a reciprocal basis. Mr. Sparboe generally supported the Trade Act recommendations made by President Eisenhower, and stressed the importance of such legislation to help offset Soviet Russia's sharply stepped-up program of economic conquest.

ported the Trade Act recommendations made by President Eisenhower, and stressed the importance of such legislation to help offset Soviet Russia's sharply stepped-up program of economic conquest.

BAKER AUTOMATION GAINS

I. O. Rohrbach of Fleischmann Division Describes Progress in Eliminating Human Errors in Bread, Sweet Goods

Pittsburgh, Pa., Oct. 22.—Recent developments in bakery automation were reviewed by Irwin O. Rohrbach, assistant manager of the bakery production service department, Fleischmann Division, Standard Brands, Inc., at the Pittsburgh Forum Club. His address, "Automation in the Baking Industry," covered a wide variety of equipment and methods used in the modern bakery.

Opening with a discussion of bread production, Mr. Rohrbach noted that automation begins at the loading dock with raw ingredients. He observed that

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NUMBER OF MILLING PLANTS DOWN TO 803

Preliminary Data From 1954 Census of Manufactures Show Total of Establishments in Flour and Meal Industry at 35 % Under Last Compilation in 1947 and Contrasting With 11,691 in 1909—White Flour Shipments 197,953,000 Cwts, Including 56,284,000 Enriched, Against 254,318,000 in 1947—New Capital Expenditures at \$15,239,000

WASHINGTON, July 9.—A reduction in the number of establishments engaged in the flour milling and corn milling industry to only 803 in 1954 was revealed in a preliminary report from the 1954 Census of Manufactures for the "Flour and Meal Industry," issued last week by the Bureau of the Census. The number of establishments in the in-

dustry in 1954 was 35 % less than the total of 1,243 units reported in the last Census of Manufactures in 1947. The total represents an acceleration in shrinkage in the number of establishments operating as flour mills or corn mills that has been under way almost since the turn of the century.

In line with the reduction in

the number of establishments, the total number of employes in the flour and meal industry in the United States was reported at only 29,000 in the 1954 Census of Manufactures, a reduction of 27% from the aggregate of 39,600 seven years before. At the same time, the aggregate payroll of the flour and meal industry was practically unchanged from 1947,

at \$119,800,000, against \$119,500,000 in the previous census of 1947.

The number of production workers in the industry was reduced 31% between 1947 and 1954 to 21,400, while the number of man hours reported by the industry was down 36% to 47,900,000, against 74,700,000 in 1947.

Elevators Oppose Change to Cwt

Terminal Merchants' Association Expresses Vigorous Opposition to Proposed Shift to Cwt, With Emphasis on Bushel as Unit of Space

Kansas City, July 15.—Vigorous and definite opposition to any change in the unit of measure in grain trading from bushel to hundredweight has been expressed by the Terminal Elevator Grain Merchants' Association in a statement just issued by its president, Frank A. Theis of the Simonds-Shields-Theis Grain Co., Kansas City. The statement was issued after the board of directors of the association expressed unanimous opposition to the change at a meeting in May in Minneapolis.

The full text of the statement of policy follows:

THE Terminal Elevator Grain Merchants' Association, whose members operate most of the terminal elevator capacity in the United States, definitely and vigorously opposes changing from the bushel system to the hundredweight system.

This position was officially defined by unanimous vote of directors at a meeting in Minneapolis May 21, 1957.

ELEVATOR ESSENTIALLY SELLS SPACE

An elevator has a definite volume capacity or storage space. Space is essen-

tially what an elevator operator is selling when he issues a storage receipt. The use of the bu in handling and storing grain facilitates charging the same amount for a given amount of space whether the space is used for wheat or corn or oats. Use of the bu also facilitates figuring storage requirements and available capacities.

Promise of Food Aid to Satellites

DALLAS, Oct. 29.—Addressing a meeting in Dallas Saturday evening, Secretary of State John Foster Dulles said that the United States stands ready to provide economic assistance, including food, to Hungary, Poland or any other country that gains independence from the Soviet Union. His remarks were made in reference to the rebellion from Soviet domination

in Hungary and the new Titoist government in Poland.

Secretary of Agriculture Benson, touring the Midwest, also said that he favored stepped-up trade with the countries fighting Russia. "Food can be a powerful weapon," Mr. Benson said, adding that he had favored removing

restrictions on food shipments to the satellite countries.

Present laws prohibit shipments of surplus foods to Iron Curtain countries, but Yugoslavia, an independent Communist nation, has been a major recipient of wheat from the United States.

CLIMB IN FROZEN BAKED FOODS PRODUCTION

Study Issued By Agriculture Department for 1955 Shows Gain of 65 % in Output of Dessert Pies and 23 % in Other Bakery Items Over 1954

Washington, June 10.—Production of frozen bakery products during 1955 showed a substantial gain over the previous year, with the output of dessert pies up 65% and of other frozen bakery products up 23%, according to a detailed study by the Department of Agriculture on production of frozen prepared foods. The report shows that the production of frozen dessert pies in 1955 amounted to 44,797,000 lbs, against 27,228,000 in the previous year, while the output of other frozen bakery products was 23,644,000 lbs, against 19,207,000.

According to the Department, the greatest percentage gain among frozen bakery products was for cakes, including cheese cake, with the output

of these items in 1955 almost 80% greater than in the previous year. Besides the gain of 65% for frozen dessert pies, the Department also points out that smaller, but significant, gains were recorded among other bakery products.

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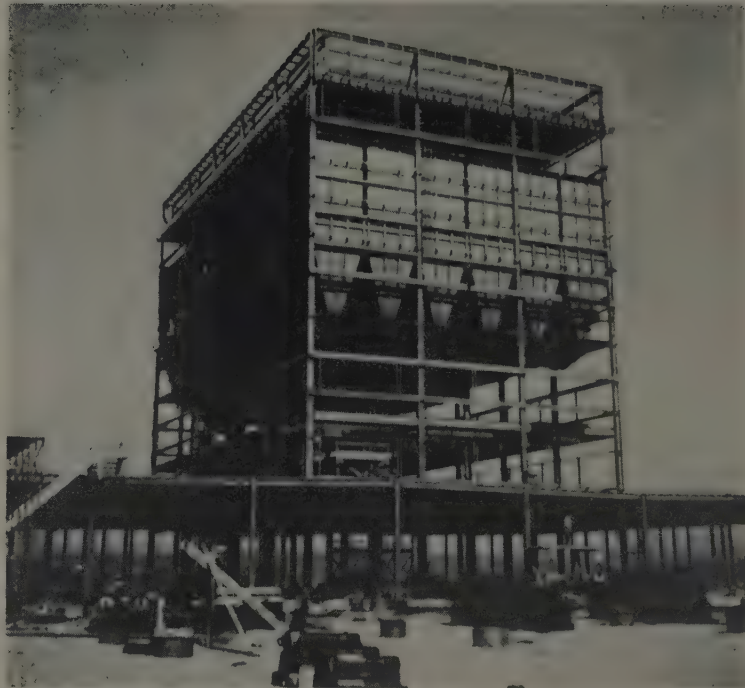
Demonstrations of Activities of Kansas State College at Field Day of Kansas Wheat Improvement Association Impress Members of Breadstuffs Industry—Tour of Wheat Plots by 200—Troubles in Wheat Price Supporting Noted by Walter C. Berger—Understanding Through Research Key to Increased Consumption, Dr. W. B. Bradley Says

MANHATTAN, KAS., June 17.—Bakers, millers and allied tradesmen, including many members of the wheat trade, representing all parts of the United States, joined Friday in inspecting and in applauding wheat improvement activities of the Kansas State College at the thirteenth annual Field Day of the Kansas Wheat Improvement Association. The visitors were impressed by the exhaustiveness of the wheat improvement work of Kansas State College

demonstrated through tours of the extensive field test plots of the college. The high quality achieved by Kansas wheat growers on the 1956 crop heightened interest in the wheat improvement work among the visitors.

The tours of the wheat plots drew close to 200 members of the breadstuffs industry, including executives of bakeries of all classes and of chain grocers and millers and members of the grain trade.

Huge Bulk Installation at New Nabisco Bakery



FAIR LAWN, N. J., April 15.—Shown in this photograph is a steel tower under construction at the north end of the new multi-million dollar bakery of National Biscuit Co. in Fair Lawn. The tower will house large, steel storage bins that are designed to hold flour, sugar, shortening, syrups and molasses in bulk. Operated at the touch of a button, the system assures a continuous flow of ingredients at carefully controlled rates.

Materials are received by a system of automatic conveyors.

The storage tower rises more than 150 feet to dominate the 1,276-foot-long bakery building. When completed, the tower exterior will be finished in buff-colored tile and attractive, light blue and white porcelainized sheathing. The bakery, construction of which was started in the fall of 1955, is expected to be in production shortly after the start of 1958.

U.S. Enriched Bread Ranks in Highest Nutrition of Loaves From 17 Countries, M.I.T. Scientist Says



ST. LOUIS, July 15.—Enriched white bread sold in the United States ranks in the highest group of world breads from the point of view of nutritive value, Dr. Robert B. Harris, eminent scientist and head of the department of food technology at the Massachusetts Institute of Technology, told 70 food editors and writers during the annual convention of the American Home Economics Association in St. Louis. Dr. Harris spoke at a dinner at the Missouri Athletic Club sponsored by the American Institute of Baking.

Facilities of the club were made available through the courtesy of Paul C. Guignon, general sales manager of the Bakery Products Division of Anheuser-Busch, Inc.

Dr. Harris outlined to the group, representing the nation's leading newspapers, magazines and radio and television stations, extensive research being conducted by his department on the comparative merits of various breads sold throughout the world. His talk was titled "The Nutritive Value of Modern Breads Throughout the World."

TOTAL OF 37 BREAD SAMPLES FROM 13 REPRESENTATIVE COUNTRIES OF WORLD

In the M.I.T. study, 37 samples of bread were collected in 13 countries to represent the most popular breads of Australia, Austria, Cuba, Denmark, Finland, France, Germany, Italy, Norway, Philippine Islands, Sweden, Switzerland and the United States.

Each sample was subjected to 17 analyses in order to determine the nutrient content, as follows: Water, fat, protein, carbohydrate, ash, calcium, phosphorus, iron, thiamine, riboflavin, niacin, pantothenate, folic acid, vitamin B-6, vitamin B-12, lysine, methionine and tryptophan.

The 37 samples of world breads were then ranked according to relative richness of each with respect to each nutrient. The rankings for the nutrients in each sample were then averaged to determine over-all nutritive value with respect to other samples.

FINNISH SEMI-WHITE RANKS FIRST, U.S. SECOND AND SWISS IN THIRD PLACE

In these average analyses, the enriched white bread of the United States ranked second in the world. In first rank was the Finnish semi-white bread made with a low extraction flour, whole wheat flour and milk. A semi-white bread from Switzerland was ranked third.

ENRICHED WHITE TYPE STANDS OUT AMONG ALL OTHER KINDS OF BREAD

According to type of bread, enriched white bread ranked first, rye bread was second, semi-white bread third, rye-wheat bread fourth and unenriched bread fifth and last.

Dr. Harris stated that "the enriched white bread with 3 to 4% milk solids is excellent nutritionally, and compares favorably with the world's breads."

As a feature of the A.I.B. dinner, breads of the 13 countries were especially baked for the occasion. Each loaf, bearing its national flag, made up the center piece of the speakers' table.

Members of the baking industry of St. Louis, with their wives, were special guests at the dinner for the food editors. These guests included Walter Schuchardt, former president of the Associated Retail Bakers of America. Besides Mr. Guignon from Anheuser-Busch, this company was also represented by Arthur E. Weber.

FIRST ST. LAWRENCE NAVIGATION SEASON ENDS

Last Ship, a Canaler of Wheat, Moves Through New Ocean Waterway Thursday—Several Days Extension After Protests by Canada Shippers

Montreal, Can., Dec. 7.—Navigation on the St. Lawrence Seaway ended at dusk Thursday, marking the close of the first season of navigation on the new water route from the Great Lakes to the Atlantic ocean. The last vessel to move through the 112-mile canal system was a 2,200-ton Canadian canaler which cleared the St. Lambert Dock downbound for Montreal with a cargo

of wheat.

The seaway officially opened June 26, although navigation began several months earlier. The official opening was conducted by Queen Elizabeth and President Eisenhower.

The closing of navigation on Dec. 3 was actually several days later than the official announcement of the seaway authority that the water route would be shut down Nov. 30.

Sharp protests had been filed with the Canadian government over the Nov. 30 closing, with the Manitoba Wheat Pool and grain shippers and exporters on the Winnipeg Grain Exchange asking for an extension. It was estimated that an extension would permit the movement of an additional 10,000,000 bus of grain from the lakehead to eastern ports in early December. It was emphasized that every bu of working space that could be cleared is needed at the lakehead terminals to dry tough and damp grain.

000 bus. The companies making up Seaboard were previously linked financially, but have now been combined into one corporation to take advantage of the economies in consolidation.

Seaboard's milling capacity, primarily in the state of Kansas, is devoted principally to the production of hard winter wheat flour for the nation's commercial baking industry.

PEAK OF GRAIN STORAGE EMERGENCY PASSES

Yearend Review by Department of Agriculture Points to Apparent End of Largest C.C.C. Grain Storage Expansion Program in History, With Only Tightness for 1956 Corn Loan Take-Over—Emphasis on Emergency, With No Commercial Supplanting

WASHINGTON, Dec. 31.—That the Commodity Credit Corp. is apparently nearing the end of the largest grain storage expansion program in history was indicated today by the Department of Agriculture in a special yearend report on the C.C.C. grain storage picture.

"There are definite signs that nation-wide the peak of the storage emergency may be over," the Department stated. "Reports reaching the U.S. Department of Agriculture indicate increased availability of normal storage

space in general grain producing areas."

DIVIDEND SET BY SEABOARD

Company Formed as Consolidation of Milling and Grain Units Declares Quarterly of 7½c a Share and Extra of 10c

Boston, Oct. 26.—Seaboard Allied Milling Corp., formed in August, 1959, as a consolidation of major milling and grain companies in the Southwest, to-

day declared a regular quarterly dividend of 7½c a share and an extra dividend of 10c on the common stock, both payable Dec. 10 to shareholders of record Nov. 25. These are the first dividends to be paid by the company.

The principal component of Seaboard is the Rodney Milling Co. of Kansas City, founded in December, 1920, and one of the major milling organizations in the Southwest for a number of years. Total daily capacity of the amalgamated mills is 35,000 cwt and aggregate grain storage capacity is 15,000,

RAPID TREND TO BULK FLOUR MOVEMENT

By End of 1958, Total of 3,171 Airslide Cars Will Be in Operation, Earl B. Smith Says, With Prediction That Up to 8,000 Will Be Needed in Future—Stresses Importance of Eliminating Poor Utilization to Encourage Carriers to Purchase Equipment—Limited Flour Traffic by Truck or Barge—Rails See Benefit in Holding Flour Traffic

Washington, April 28.—Part II of the Earl B. Smith presentation, analyzing the rapid expansion in the trend to shipment of flour in bulk, notes that this innovation is creating considerable problems for both flour mills and the railroads. Mr. Smith warned that, unless some of the poor utilization practices are eliminated, the carriers may be unwilling to purchase the special Airslide cars, forcing a considerable investment by mills.

Mr. Smith's analysis of bulk flour traffic follows in part:

THE shipping of flour in bulk can be termed an innovation in the milling industry. I believe I can say I had a small part in the development of the idea for the present Airslide cars themselves.

I do not believe we need go into extended detail as to the history of the development of the bulk railroad car for such products as flour. The first really successful car was the Trans-Flo, built after World War II by General American Transportation Corporation. But it had its limitations in that

it could be used only where pneumatic conveying was available—and it was a very expensive car. There are about 41 of these cars still in flour service by three companies. There was much insistence for a more versatile and less expensive piece of equipment. This led to experimentation with the modified covered hopper railroad cars—some of which are still in service. This experiment sparked the development of the present GATX Airslide car—which, so far, seems to have no competition.

PUBLIC FACTOR IN A. & P.

Board of Directors Proposes 10-for-1 Split of Common With All Given Voting Status—Total of 21,639,206 Shares

New York, Nov. 10.—Initial steps toward public voting power in the Great Atlantic & Pacific Tea Co., Inc. were taken last week with a proposal by the board of directors to split the outstanding common stock on a 10-for-1 basis and to give voting privileges to all shares. In addition, application has been made to list all the new voting common stock on the New York Stock Exchange. With the completion of the various proposals, 28,000,000 shares of voting stock would be authorized with 21,639,206 outstanding. No new financing is involved.

A. & P. is about the last of America's giant industrial companies that is privately owned. All of the voting stock is now held by the New York Great Atlantic & Pacific Tea Co., Inc., which is owned by dependents of George Huntington Hartford and the John A. Hartford Foundation, Inc.

SARA LEE SELLS ABROAD

Expansion of Foreign Markets for Line of Six Frozen Baked Products Planned—Cost Savings With New Seaway

Chicago, Aug. 17.—Overseas distribution of the bakery products of the Kitchens of Sara Lee, Inc., is being expanded, according to Charles W. Lubin, president. The company, now a subsidiary of Consolidated Foods Corp., is seeking new markets in both Europe and the Far East.

MINNEAPOLIS EXCHANGE HAILED ON 75TH YEAR

Secretary of Agriculture Benson Commends Record of Market and Leadership in Wheat Program Change—700 Attend Anniversary Dinner

Minneapolis, Sept. 17.—High praise was bestowed on the Minneapolis Grain Exchange by Secretary of Agriculture Ezra Taft Benson at the dinner held Wednesday evening at the Nicollet hotel to commemorate the 75th anniversary of the founding of the market. Addressing an audience of 700 at the dinner, which included representatives of the principal grain exchanges of the United States and Canada, Secretary Benson not only congratulated the Minneapolis market for its record in the distribution of grain, but commend-

ed the exchange for the leadership it supplied in the proposal that led to the revision inaugurated this month in the export wheat program.

"I congratulate you on your 75th anniversary, and I look forward with you to many more years of service to American agriculture," Secretary Benson said in his address at the dinner after noting that the spread of spring wheat production created a need for an organized market and led to the founding of the exchange in 1881.

First Ship to Move Through Seaway Saturday, April 25

OTTAWA, CAN., April 20.—The St. Lawrence Seaway will open for commercial traffic this Saturday, April 25, it was announced by George Hees, transport minister of Canada. Opening was originally set for today, but it was changed to Friday after a survey of ice conditions along the locks system.

The first ship to traverse the new seaway from its start at Montreal will be the Canadian government ice-breaker, *D'Iberville*. On the first voyage, the ship will carry 500 guests, including members of Parliament.

Formal seaway opening is now scheduled for June 26, when Queen Elizabeth and President Eisenhower will participate in joint ceremonies.

DEGAULLE MAY BREAK UP "COMMON MARKET"

New Premier of France Not Friendly to Concept of Plan in Europe—Political Troubles Minor Influence on Current Grain Trade

London, May 31.—The political troubles in France have so far exerted only a minor influence on grain markets in the United Kingdom and in Europe as a whole. Great interest prevails in the grain trade in subsequent developments after General Charles deGaulle receives full powers, which he is asking. One possibility is that the "Common Market" plan in Europe may collapse through his influence.

France is the kingpin of Europe's six-country "Common Market," which includes Italy, Belgium, Holland, West Germany and Luxembourg. It is understood that General deGaulle is by no means friendly to the concept of the "Common Market" and that, if he is given full powers, the whole project might collapse. It is scheduled to be legally established in January, 1959.

SIGN "OUTER SEVEN" PACT

Foreign Ministers Meeting in Stockholm Initial Agreement to Create European Free Trade Association

Washington, Nov. 23.—Foreign ministers of seven European countries signed an agreement in Stockholm Saturday to form the European Free Trade Association. The association, comprising Austria, Great Britain, Denmark, Norway, Portugal, Sweden and Switzerland, was formed to give the seven countries an organization that would permit them to operate in a free trade area similar to the European Common Market comprising France, West Germany, Italy, Belgium, The Netherlands and Luxembourg, which became operative Jan. 1, 1959. The new association will go into effect March 1, 1960, if approved by the parliaments of the participating countries. It is known as the "Outer Seven," while the Common Market group is described as the "Inner Six."

The treaty initialed in Stockholm by the foreign ministers has as its main purpose to encourage an increased flow of trade between the member countries through a gradual reduction of tariffs and import restrictions. Under the initialed agreement, a 20% decrease in tariffs will become effective July 1, 1960, with an annual 10% reduction thereafter until all trade barriers are eliminated by Jan. 1, 1970.

NEW Q.B.A. BISCUIT LINE

Refrigerated Package Introduced by Member Bakers in Southwest Under "Miss Sunbeam" Trademark

New York, Aug. 17.—A new line of refrigerated biscuits, packaged and advertised under the "Miss Sunbeam" trademark, was introduced in the Southwest by member bakers of Quality Bakers of America Cooperative, Inc. Both buttermilk and sweet milk biscuits, in an eight-ounce package, are currently being distributed through grocery stores in Q.B.A. member-baker markets in San Antonio, Dallas, Houston, Mobile and New Orleans. Introduction into other markets is scheduled for the immediate future.

The biscuits are being manufactured for Q.B.A. by Superior Foods, Inc., Dallas. Ray Kinney of Dallas has been selected by the Q.B.A. sales promotion department to coordinate the sales development of refrigerated bakery products for member-bakeries. He is operating from the co-operative's general offices in New York City.

According to Jack Rieger, director of sales promotion for Q.B.A., "the successful introduction of Sunbeam refrigerated biscuits in the Southwest does spell out the potential for a complete line of Sunbeam refrigerated bakery foods in the markets of Q.B.A.'s 113 member bakers."

"Sputnik" in Top 20 Sandwiches

Unlimited Variety Marks Winners Announced in Third Annual Sandwich Idea Contest Sponsored by Wheat Flour Institute

CHICAGO, May 12.—Unlimited variety marked the 20 "best" sandwiches of 1958 which were announced at the National Restaurant Show on the Navy Pier in Chicago last week. The 20 winners were selected in a contest conducted by the Wheat Flour Institute and the National Restaurant Association. They represent 18 communities in 14 states. Included were such timely sandwich names as "Sputnik Special," "Landsman," and "The Stratosphere."

From the "top 20," three champions have been selected by a panel of leading food editors, writers and hotel and restaurant industry representatives. These will be unveiled at a party in New York that will signal the start of National Sandwich Month in August. The originator of the grand champion will win an all-expense gourmet tour-for-two of Europe to visit outstanding eating places on the Continent. The winner will also receive \$500 in spending money.

Seaway Potential 277,521,000 Bus

WASHINGTON, April 6.—The St. Lawrence Seaway has a potential, based on production in the area tributary to it, to handle more than 50% of United States grain exports to Europe as well as the Middle East and India and Pakistan. This was indicat-

ed in data submitted at the Chicago hearing last week on proposed railroad rate cuts to meet seaway competition by J. W. Boehl of the Department of Agriculture. Mr. Boehl indicated that this potential movement via the seaway is just about double the aggregate of grain currently being exported from the Atlantic ports.

St. Lawrence Seaway Traffic Short of Expectations

OTTAWA, CAN., Oct. 26.—Traffic moving through the St. Lawrence Seaway in the first season of operation is expected to fall short of the estimate of 25,000,000 tons. According to data prepared by the St. Lawrence Seaway Authority, the volume moving through the St. Lawrence section is expected to reach 20,000,000 tons, while approximately 28,000,000 will move through the Welland Canal. The St. Lawrence section will close Nov. 15 and the Welland Canal Dec. 15.

Toll rates set for the seaway are based on an annual volume of 40,000,000 tons. The lag for the first season was due to early handling difficulties, a bottleneck at the Welland Canal, unusually large warship movement, the U. S. steel strike and slow Lake grain movements.

MORE CAPITAL, NAME CHANGE FOR PILLSBURY

Sale of 100,000 Additional Common Shares and Authorization for Increase in Shares to 1,500,000 Proposed — "The Pillsbury Company" Name to Supersede Pillsbury Mills, Inc., With Authority to Engage in Any Business — Four New Directors Named

MINNEAPOLIS, Aug. 4. — Pillsbury Mills, Inc. announced plans to issue 100,000 additional shares of its common stock for sale to the public about the middle of August. The proceeds of the financing will be used for capital requirements and for working capital, it is stated. Pillsbury common stock closed today on the New York Stock Exchange at \$59, which would indicate a probable return from the sale of close to \$6,000,000.

A registration statement covering the shares was filed last Tuesday with the Securities and Exchange Commission in Washington.

Goldman, Sachs & Co. and Piper, Jaffray & Hopwood are expected to

head the group of underwriters that will offer the shares to the public.

TO CHANGE WITH DIVERSIFICATION

The proxy statement for the annual meeting also includes several other proposals which have been recommended to the stockholders by the board of directors. Two of these proposals reflect diversification of the Pillsbury business in recent years—to broaden the provisions in the certificate of incorporation with respect to corporate powers and to provide for a change in the name of the company from Pillsbury Mills, Inc., to "The Pillsbury Company."

With regard to the change with respect to corporate powers, the proxy

statement says:

"That part of our certificate of incorporation which describes the nature of that business to be conducted has not been amended since the present corporation was formed in 1935. At that time we owned six flour mills, a paper bag plant, and two small feed plants incidental to flour mill operations. The principal product was flour. During the last 23 years, many changes have taken place. The company has diversified, and now derives a substantial part of its income from products other than flour. These changes have provided far greater stability than would have been possible had we remained primarily a one-product company."

Formal Ceremonies to Dedicate St. Louis Exchange

ST. LOUIS, Nov. 4.—Formal opening ceremonies for the new building of the St. Louis Merchants' Exchange will be held this Friday, Nov. 8. Ceremonies will start at 4:00 p.m. on the exchange floor, and guests will include the exchange membership, St. Louis business executives and leaders in the grain and allied industries from across the United States. A reception will follow the ceremonies.

The principal address will be delivered by B. M. Schulkin of the Neumond Co., president of the St. Louis exchange. The new quarters are at 5100 Oakland avenue.

Bemis Start in Flour Sack Order

Leader in U.S. Packaging, Now Marking Its 100th Anniversary, Began Business With Sale of 200 Half-Bbl Flour Bags—Now a Billion a Year

ST. LOUIS, March 3.—The first order received by the Bemis Bro. Bag Co., which this year is celebrating the 100th anniversary of its founding, was for 200 cotton half-bbl flour sacks, to be delivered at the rate of 50 a day. This order, obtained in 1858 by the company's founder, Judson Moss Bemis, marked the start of a flow of business that has given the company top rank in the field not only of flour mill and feed mill packaging, but also in the supplying of many different kinds of flexible packaging and equipment to these industries. The company's start was in a little factory located on the levee of the Mississippi river in St. Louis.

Mr. Bemis obtained his first order on the strength of his personal promise that Bemis machine-stitched bags would not tear. Today, the company, embarking on its second century of service to American flour and feed millers, is still emphasizing the best possible bags for the protection of cus-

tomers' products. F. Gregg Bemis, a grandson of the founder, is now president of the company.

Mr. Bemis started the company in 1858 with \$2,000 in cash of his own savings, and with six sewing machines, two small printing presses and some wooden type contributed by a cousin.

TOTAL OF 27 PLANTS; 8,500 EMPLOYEES
Bemis currently operates 27 plants and mills and 30 sales offices across the United States and has 8,500 employees. The company that could produce only 4,000 bags a day in 1859 was cutting well over 400,000,000 yards of cotton and burlap annually some 70 years later.

WELL OVER A BILLION BAGS ANNUALLY
Reviewing its 100 years, Bemis pointed out that the company has grown to a network of textile, paper and plastic packaging plants, cotton and paper mills, and paper specialty plants, serving American industry well over a billion bags and other forms of flexible packaging annually.

"Earn Management's Bonus," with emphasis on informative and instructive business sessions designed to improve bakery management techniques.

Q.B.A., the leading co-operative in baking, has a membership of 132 independent wholesale bread bakers in 39 states, Canada, Bermuda and Hawaii. Its members distribute bakery products under the Q.B.A., franchised trademark, "Miss Sunbeam."

TRADAX, INC. INTO CARGILL

U. S. Business of Worldwide Grain Brokerage Company Acquired by Cargill, With Expansion of New York Offices

Minneapolis, Sept. 16.—Cargill, Inc. announced that it has completed negotiations with Tradax, Inc., the American subsidiary of Tradax International, world-wide grain brokerage organization, whereby Cargill will absorb and conduct the business of Tradax, Inc. The change is effective today.

LEASE BY LOUIS DREYFUS

Agreement Reached With Western Maryland Railway Provides for Operation of 5,000,000-Bu House at Baltimore

Baltimore, Md., April 28.—Louis Dreyfus Corp. has leased from the Western Maryland Railway its Port Covington export elevator in Baltimore with a capacity of 5,000,000 bus. The elevator, the largest serving Baltimore, had been operated for many years by the railroad.

The negotiation of the lease was announced by Jacques Kayaloff, president of Dreyfus in New York, and W. Arthur Grotz, president of the railroad.

MIXED REACTIONS FROM MIDDLE EAST CRISIS

American Troop Landing in Lebanon Spurs Rise in Wheat Futures—Concern Over Reduced Exports—Impact Rests on Varied Development

Landing of American troops in Lebanon, disclosed this morning, brought a sharp advance in wheat futures, but exporters are momentarily disturbed over the possibility of a sharp contraction in clearances of wheat from the United States. This has been the experience under similar circumstances in the past. Also, demand from European countries has lately been on the slack side, because of the excellent crop in France and other Continental countries. The eventual impact of the international crisis in the Middle East may mean a tremendous broadening in foreign demand for American wheat and flour, but this depends on the trend of development, primarily whether the crisis is resolved or deepens, on the safety of sea lanes, and other international factors.



A.B.A. Slogan and Emblem

A Flour Bag Ad of 1874

HOME COTTON MILLS

HEMIS, MARSHALL & CO., PROPRIETORS.
SHEETINGS, YARNS, BATTIS, ETC.
BAG GOODS A SPECIALTY.

HEMIS, BRO. & CO.,
DEALERS IN ALL KINDS OF
BAGS,
COTTON AND PAPER,
SEWING AND BURLAP,
GUNNIES & COIN BAGS,
COTTON AND FLAX
TWINERS.

In Quantities to Suit
10 & 100
NORTH MAIN.

HEMIS, BRO. & CO.,
MANUFACTURERS
COTTON FLOUR
BAGS,
FROM THE
RAW MATERIAL
TO THE
PRINTING PRESS.

AGENTS OF THE LARGEST
SIZES, DESIGNED PROMPTLY

100 & 100
NORTH MAIN.

SHOWN here is an 1874 advertisement of the Bemis Bro. Bag Co. (then called Bemis, Bro. & Co.), which includes descriptive copy of the company's early products, with emphasis on flour sacks. It also features the Marriott Home Cotton Mills, established in 1870, to supply Bemis with its own cotton cloth. In 1874, Bemis employed 200 and manufactured 70,000 cotton bags per day.

Food Sales Hold During Recession

New York, April 28.—Appearing last week with Charles H. Bell, president of General Mills, Inc., before the New York Society of Security Analysts to report on General Mills, Harry A. Bullis, chairman of the company, made this comment on the current recession:

THE decline in the economy is slowing down and may be reaching the low point. However, for the immediate future there does not seem to be anything which will give it a lift. When we have really used up inventories, business will get a boost there, but it will not be a big one, and it may not be sufficient to get the economy turned about.

GOLDEN YEAR FOR Q.B.A.

Fiftieth Anniversary of Founding of Baker Co-operative to Be Observed at Management Conference in New York

New York, July 14.—A golden anniversary conference, marking the 50th year of the founding of Quality Bakers of America Cooperative, Inc., is now scheduled for Sept. 30-Oct. 1 at the Park Sheraton hotel in New York City, it was announced by George N. Graf, general manager of Q.B.A. Mr. Graf said that the conference theme will be



MONOTONY IS BEAUTIFUL when it comes to quality . . . especially in the bakery business. Quality that stays the same, batch after batch. That's what keeps your business growing . . . and has kept us a leader in flour milling since 1882. You can count on Peavey for flour products that are formulated and milled to perform perfectly in your system - every time! That's the Peavey advantage.

*The Great
Repeat
Performers*

Peavey Hard Wheat, Soft Wheat and Specialty Flours . . . and Peavey Bakery Mixes and Bases for all quality commercial bakers large or small.

Peavey

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■ Los Angeles, CA 213/726-2228 ■ Salt Lake City, UT 801/355-2981



INTRODUCING THE SIMPLEST SOLUTION TO DROPPED TIES: THE AMF BAG CLOSER.

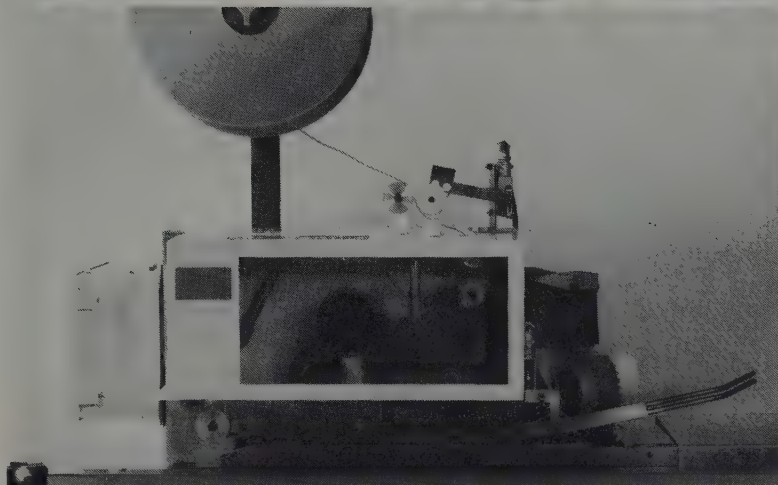
It's finally been done.

Now there's a tyer-type closer that doesn't drop ties, runs at high speeds and requires very little adjustment or maintenance. It's the AMF Bag Closer and the reason it can do all these things is simple.

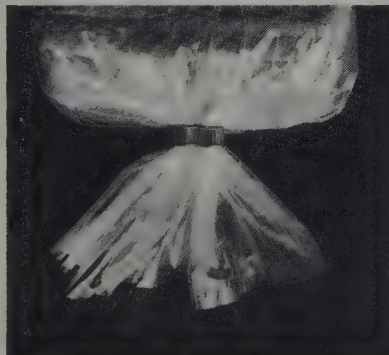
Unlike other tyer-type closers, the AMF Closer is built with a simple design that utilizes fewer moving parts. Instead of a conventional chain mechanism, it is driven by an uncomplicated gear system which requires very little maintenance to stay in proper operating condition. It also requires very little adjusting to prevent slipping and insure consistently accurate closings.

These features help make the AMF Closer an economical addition to your line. It helps prevent cripples and unscheduled downtime due to dropped ties and it greatly reduces the cost of parts and the amount of time spent on routine maintenance.

The AMF Closer operates at high speeds for use with various types of high speed packaging equipment, either AMF's or anyone else's. It can handle bread, buns



The AMF Closer's simple design insures accurate bag closing for breads, rolls and a variety of bagged products.



The plastic clip keeps bags securely fastened for an attractive looking product and longer freshness.



The clip is easy to open and reclose and has gained excellent consumer acceptance.

and various other products that are bagged and it is driven by the bagger conveyor or for positive timing.

Although the AMF Closer is relatively new in the United States, there are already many in operation. The reusable clip has a plastic coated, two-wire design that is gaining excellent consumer acceptance. In a study conducted by an independent research firm, supermarket shoppers preferred the AMF closure above all others. They found it was easy to open and reclose and it kept bags sealed tightly for longer freshness.

An adjustment on the AMF Closer controls the tightness of the clip so that bags are securely fastened

for an attractive looking product. The ribbon material is available from AMF as well as other ribbon suppliers.

For more information on this new bag closer, see your AMF representative or contact AMF directly: call (804) 355-7961 or send in this coupon.

If you want accurate bag closing, now you can get it with the AMF Bag Closer because nothing could be simpler.

Please send me more information on the AMF Bag Closer.

Name _____

Title _____

Phone (_____) _____

Company _____

Address _____

City _____

State _____ Zip _____

Mail to: AMF Bakery Systems Division, Marketing Department, 2115 West Laburnum Avenue, Richmond, Virginia 23227.



1922

was a very good year!

Ask anyone who was there and they'll probably tell you some horror stories about 1922. Prohibition...the sluggish economy trying to readjust from World War I...birth of Fascism...gangster wars... strikes... Ku Klux Klan raids...

But wait a minute there's more to the story! It wasn't all bad—did you know that...

- The first "night club" was opened in New York.
- The Lincoln Memorial was dedicated.
- Episcopal Bishops voted to take the word "obey" out of the marriage ceremony.
- King Tut's tomb was uncovered.
- The "Four Horsemen of Notre Dame" helped make college football "big business" and the National Football League was organized.
- Everyone was singing "My Buddy" and "Carolina in the Morning".
- Crystal radio receivers were the hot item in appliance sales.
- The word "robot" appeared in our language for the first time.
- "Flappers" emerged with their outrageous styles.
- The Eskimo Pie was invented by Christian Nelson of Onewa, Iowa.
- Ethel and Frank Gumm of Grand Rapids, North Dakota, announced the birth of their daughter Judy, later to be known the world over as Judy Garland.

It was also the year that THE SOUTHWESTERN MILLER was started by three brothers; David, Sanders and Samuel Sosland, and that event lead to a unique history of service and leadership to the milling and baking industries served by the Sosland Publishing Company. It was the year that Grover Patton, Bill Fullerton, Fred Dresback and Louis Lucka founded the Purity Baking Company in Decatur, Illinois. And it was the year that Ivan B. Nordheim brought together eleven independent bakers in New York and formed the Bakers Service Bureau, Inc., which later became QUALITY BAKERS OF AMERICA now working in 150 baking plants in ten countries on three continents.

1922—it was a very good year, and from one sixty-year old to another, a very Happy Birthday and best wishes to continued success and prosperity in the decades ahead.

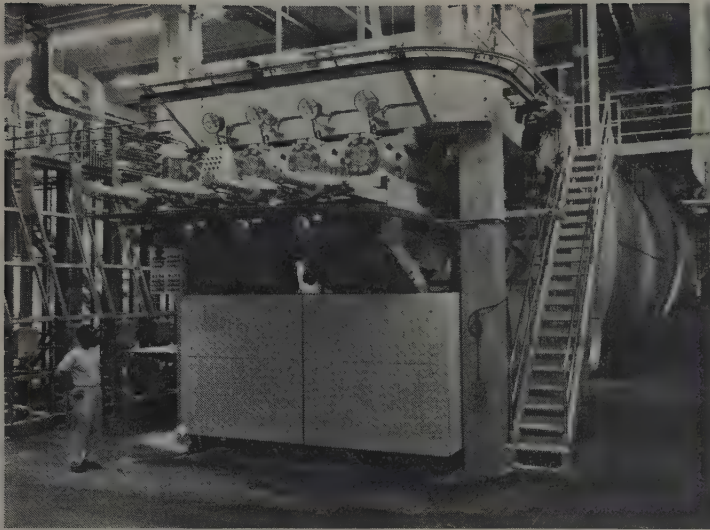


Your friends at QBA

Basic processing and handling technologies skillfully applied to a variety of industries...

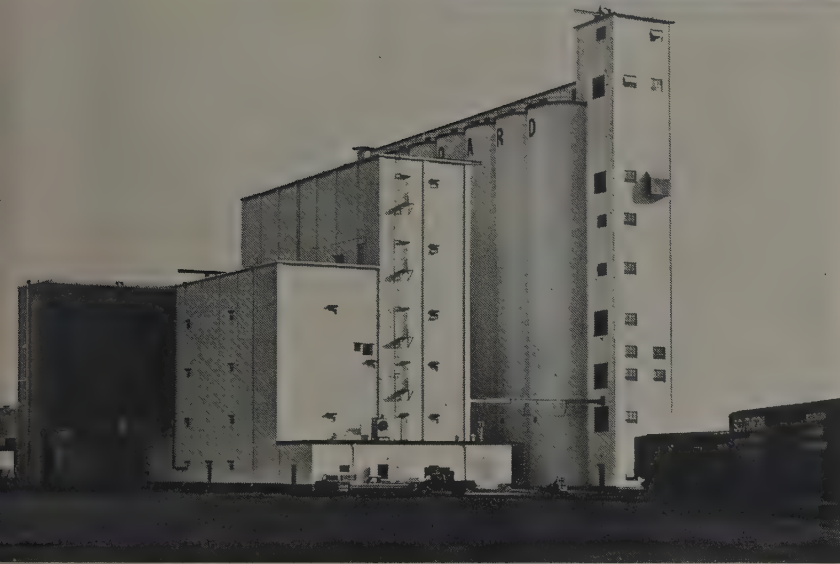
MACARONI MANUFACTURING

Extruders and dryers for all types of macaroni products and a variety of snack foods. Complete plants.



BREWING & MALTING

Complete processing and handling equipment from barley to malt. Grinding and handling in breweries.



GRAIN & CEREALS PROCESSING

Plants of any kind and size, from unloading to finished product.

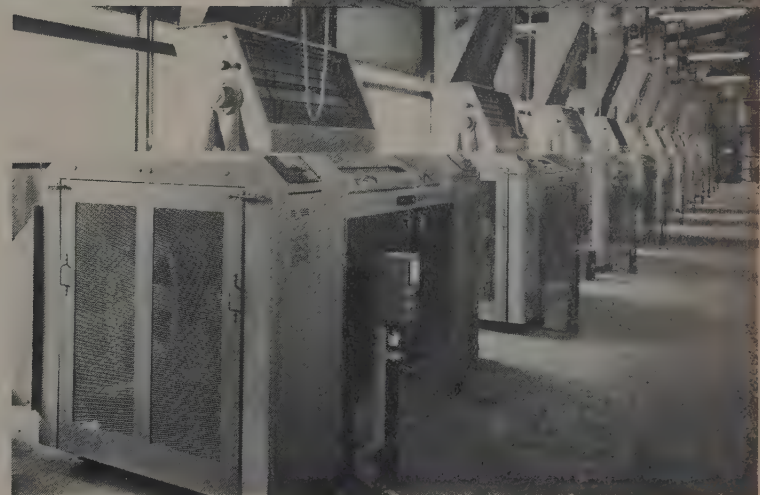
CONFECTIONERY INDUSTRY

Plants for manufacturing a wide range of chocolate, candy products, roasted nuts, etc. from raw materials to finished product.



OILSEED PROCESSING

Equipment for cleaning, dehulling, cracking, flaking, handling. Complete installations.



...for more than 100 years.



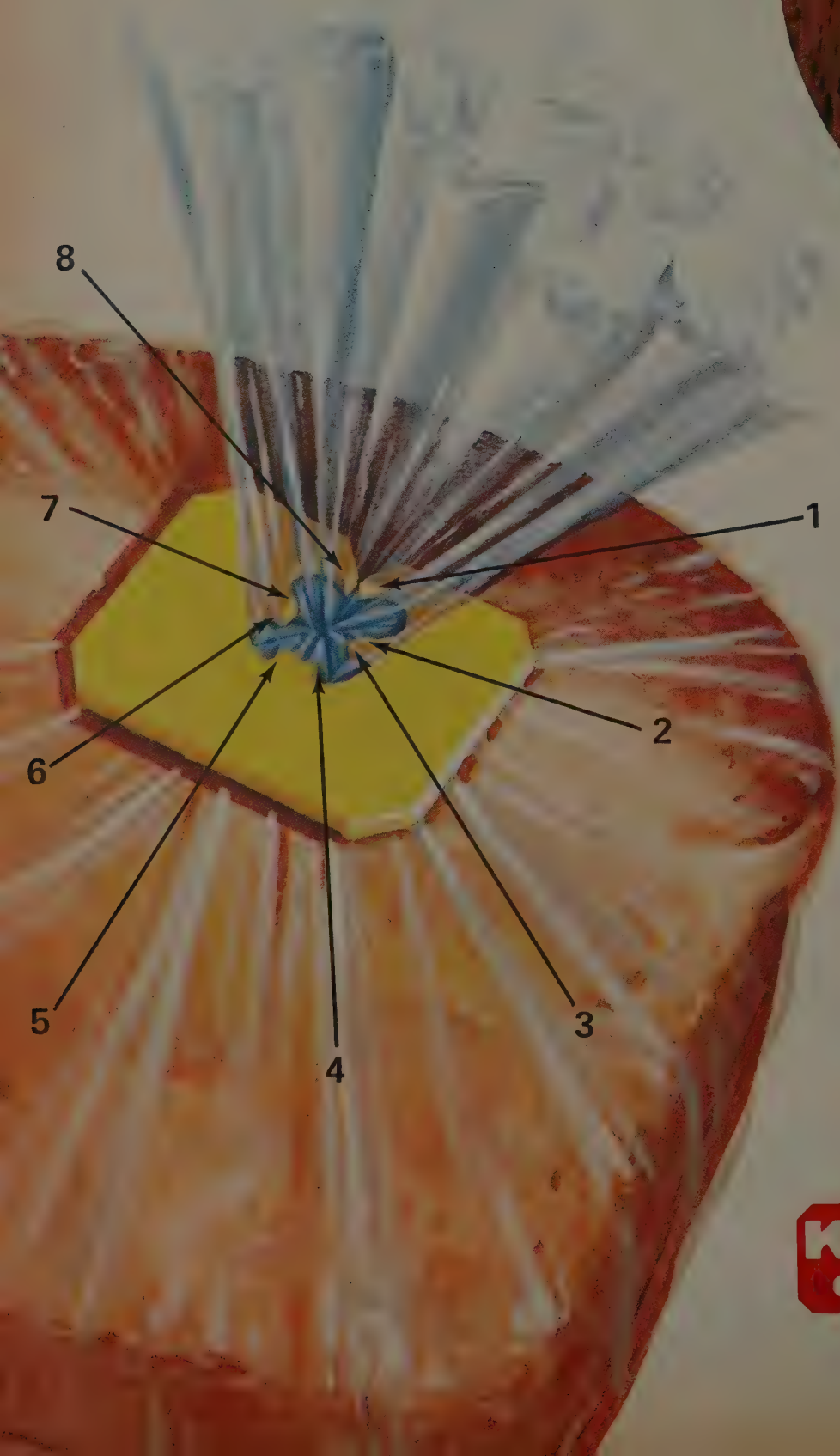
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EQUIPMENT FOR: Grain & Food Processing • Bulk Materials Handling • Stockpiling & Reclaiming • Dust Control Systems

TOTAL GRIP™... A NEW BAG CLOSURE

A MAJOR INNOVATION
FROM KWIK LOK®



Kwik Lok's new patented Total Grip Closure is designed to grip the bag at eight (8) separate points, locking the closure firmly in place.

The Total Grip closures are available in all automatic and semi-automatic bag closures, each with a wide range of lok opening sizes to accommodate your packaging requirements.

The new Kwik Lok closure also features an improved web design. This new web design insures a clean separation of the closures from the roll.

While there are a lot of major improvements in the new Kwik Lok closures, Kwik Lok still provides the easiest method to open and reclose your package. Give your customers a truly convenient and reusable package. Use the Kwik Lok bag closure.



Kwik Lok CORPORATION

EXECUTIVE OFFICES: P.O. BOX 9548, YAKIMA, WA 98909
PHONE: (509) 248-4770 TELEX: 152018

THE NINETEEN SIXTIES

The publication's fifth decade began in the nervous atmosphere of the Cold War with the superpowers rattling nuclear arms. The U-2 spy plane incident of 1960, the aborted Bay of Pigs invasion of Cuba, the Berlin Wall, and the Cuban missile crisis all strained relations, yet the Soviet Union wanted to buy U.S. wheat in 1963. President Kennedy, before his assassination in November, favored the sale, and it was finally concluded early in 1964, but U.S. longshoreman and maritime unions limited the outgo to less than half of what the Russians wanted, and when the Soviet Union had another crop failure in 1965, Moscow imported wheat from Canada and Australia, not from the United States.

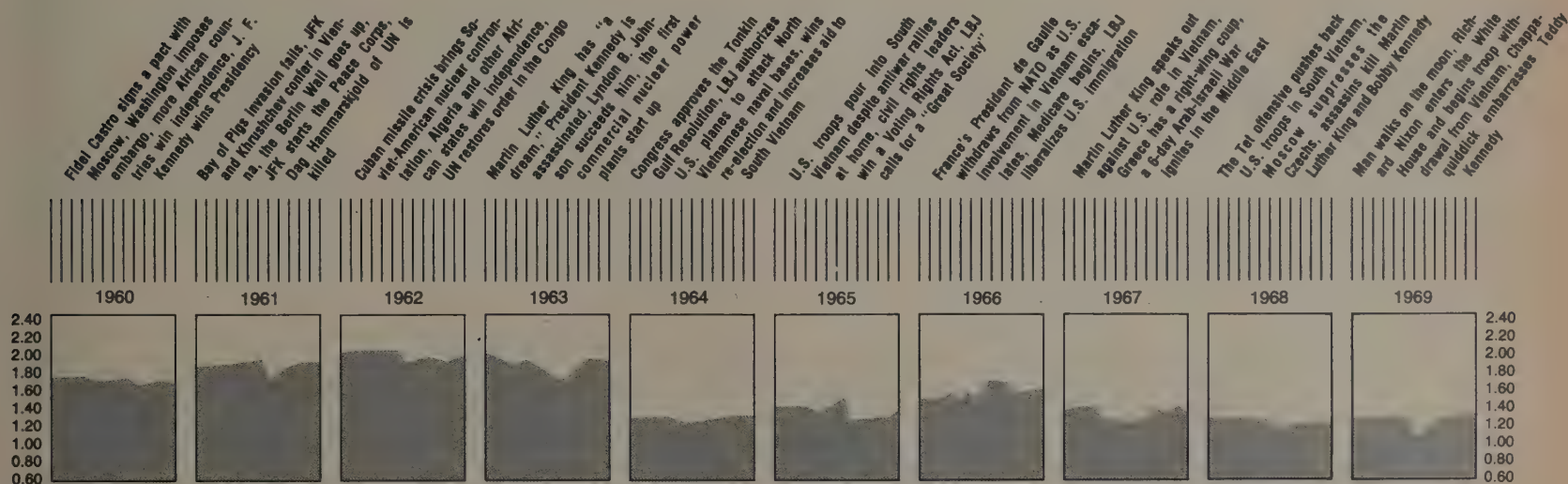
U.S. wheat yields were up 63 per cent over 1940, corn yields up 75 per cent, and less than 10 per cent of the U.S. work force was on the farm, down from 18

per cent in 1950. Agriculture was the most productive segment of the American economy, and its huge output of grain continued to depress prices. Politicians complained about the high cost to taxpayers of storing surplus grain. Then, in 1965, the monsoons failed and India had famine. U.S. grain went for famine relief, and suddenly the huge surpluses were gone, or at least much diminished.

In Southeast Asia, a long-simmering civil war between Communist North Vietnamese and capitalist South Vietnamese sucked the United States into a war against troops supplied by Moscow and Peking, and by October 1964, a loaf of bread cost 21 cents at the supermarket, up from 17 cents a decade earlier. By 1967, it was 22 cents to 25 cents a loaf. President Johnson, pushing a war against poverty in his "Great Society" program while escalating the war effort in

Southeast Asia, was draining the economy and pushing up prices. Yet, the country was enjoying boom times that would later be fondly remembered.

Also fondly remembered was David N. Sosland, who had edited *The Southwestern Miller* so capably from its start and who died in July 1968. His passing marked the end of an era for the publication and the start of a new one as his son Morton, who had joined the staff in September 1947, became editor in a time of civil and political unrest from Chicago to Vietnam to Cambodia to Czechoslovakia to New York to the balcony in Memphis to the Ambassador hotel in Los Angeles. In the years ahead, that turmoil would find an echo in the cosmos of breadstuffs on which the publication focused its attention.



(Continued from 1950) 30c-per-bu processing tax imposed under the National Recovery Act in 1933, held later to be unconstitutional, and then the wheat certificate plan that went into effect July 1, 1964, and remained operative until June 30, 1973. In that time, flour millers and other (Continued - 1970)



CONSTERNATION OVER C.C.C. STORAGE CUTS

Proposals for New Uniform Grain Storage Agreement, Involving Reductions Averaging About 19%, Rejected by Grain Storage Industry as Arbitrary and Inequitable—Added Responsibilities, Involving 2c or 3c Per Bu in Expenses, With Cuts—Changes in F.D.A. Seizure, Transfer Rules—Protests to Town Hall Meeting in Kansas City March 30

WASHINGTON, March 21.—The Commodity Credit Corp., in a move most observers consider arbitrary and inequitable, announced late Wednesday proposals for sharp downward revisions in storage and truck handling rates under the Uniform Grain Storage Agreement. The proposals, which provide for reductions averaging about 19%, and in many cases much more, caused considerable consternation among grain industry leaders. The rates would be included in a new agreement to become effective July 1, 1960, replacing the U.C.S.A. in operation since 1956.

The storage rate proposals have implications beyond simply the se-

rious situation they pose for the commercial grain storage industry, including flour millers who handle grain for the C.C.C. under the price support program. Farmer co-operatives, which own a vast total of storage capacity, would be affected. In addition, producers would feel an even more direct impact in the fact that the Department of Agriculture already has made it clear that the rates paid to farmers for resealing grain under loans on farms will be adjusted for 1960-61 in line with the new storage agreement. Any changes will also affect the storage deductions that are made under the price support program for grains impounded in commercial elevators.

HERMAN STEEN

New Wheat Varieties Dethrone Old in Main Producing Districts—Cycles in Hard Red Winters and Ohio Valley Soft—Changes on Springs

MANY TURNOVERS IN WHEAT VARIETIES

(In this column last week, Herman Steen presented a general review of the revolutions of recent years in wheat varieties in the United States. Dr. Louis P. Reitz, head of the wheat section of the crops research division of the Agricultural Research Service, pointed in the review to improvement in milling and baking qualities from the changes. In this article Mr. Steen outlines in some detail the various changes that have occurred in wheat varieties by districts over the United States.)

THE variety turnover has gone through several complete cycles with hard red winter wheat, the production of which normally exceeds that of all other classes combined. For at least 50 years prior to the late 1930's, Turkey red was the premier variety. Surveys made after World War I disclosed that Turkey was grown on more than 80% of the southwestern acreage. (Kharhov is usually grouped with Turkey red, as they are almost indistinguishable.) It was challenged by Kanred in the 1920's, and by Blackhull throughout the 1930's, but it was not until Tenmarq came along just before World War II that Turkey red was toppled from its throne. Currently, Turkey red has all but disappeared from the production records.

SOVIET'S WHEAT FOR CUBA

Greek Steamer Is Chartered to Carry Grain From Soviet to Island and Bring Sugar—Italy Prominent in Charters

New York, Aug. 15.—An improved tone developed in the ship chartering market last week with an increased volume for American wheat a major factor. The chartering reports of the week included the disclosure that the Soviet had booked a Greek steamer to take Soviet wheat to Cuba and to bring back sugar, this development being an outgrowth of Soviet-Cuban pacts.

Also prominent in the week's developments was the heavy chartering by Italy of vessels to carry wheat from the

United States, this following heavy booking of the grain here and in Canada. The Italian buying in the United States was the first in two years, attributed to dry weather damage to the home crop. One estimate placed the Italian charters at more than 350,000 tons, which corresponds with trade advice indicating U.S. wheat purchases at 212,000 tons via the Gulf, and 120,000 tons of Canadian durum.

One exporter placed the charge for carrying the Soviet wheat to Cuba at \$5.88 a ton and the rate on sugar at \$8.54.

Charters from the Great Lakes included a tanker to carry 15,800 tons of wheat to the Continent at \$87,400.

A slight upturn occurred in the general index of charter rates.

IN FOOD FOR PEACE DUTIES

President Names Don Paarlberg as Coordinator of Program Seeking to Expand Uses of Surpluses in Foreign Nations

Augusta, Ga., April 18.—President Eisenhower on Wednesday announced the appointment of Don Paarlberg as Food for Peace coordinator on his executive staff. This is a new post, and Mr. Paarlberg, who has been serving as special assistant to the President in the general area of economics, will take over his new duties immediately. He will have his offices at the White House and will report directly to the President.

"In his new duties, Mr. Paarlberg will expedite interdepartmental decision-making and undertake achievement of a better understanding of the program at home and abroad," the White House said.

WAS ASSISTANT AGRICULTURE SECRETARY

Mr. Paarlberg has been special assistant to the President since October, 1958. Prior to that he was assistant secretary of agriculture for marketing and foreign agriculture. He is a native of Indiana and for some years was a professor on the faculty of Purdue University. He is closely related to the farm policies of Secretary of Agriculture Benson.

TO BUY PEPPERIDGE FARMS FOR \$28,200,000

Campbell Soup Co. Announces Proposed Acquisition in Exchange for 357,413 Shares of Common Stock—No Change in Management

Camden, N.J., Nov. 21.—Campbell Soup Co. announced plans to acquire Pepperidge Farms, Inc., specialty bakers, through an exchange of stock valued at about \$28,200,000. The acquisition will be effected Jan. 9, 1961, under present plans, with Campbell to exchange 357,413 shares of its common stock for the outstanding shares of Pepperidge. The Pepperidge business is mainly owned by the Rudkin family of Norwalk, Conn.

The business was founded in 1937 by Mrs. Margaret Rudkin of Norwalk, Conn., who began baking bread that would not affect an allergy condition suffered by her youngest son. Her husband, Henry, then a broker in New

York City, began carrying extra loaves of bread by commuter train to a small New York retailer, and the success of the loaf led to establishment of the business as a full-time concern.

According to "legend," Mrs. Rudkin used a bread recipe developed by her grandmother in baking the first bread. This prompted one newspaper to carry a front page story on the sale with the headline, "Grandma's Recipe Brings Housewife \$28,200,000." The lead for this story reads as follows: "Mrs. Margaret Rudkin, who in the mid-30's dug out her grandmother's recipe for bread made with stone-milled whole wheat flour, Thursday arranged to sell the idea for \$28,200,000."

PILLSBURY INTO NON-FOOD GROCERY FIELD

First Venture Outside of Food With Purchase of Tidy House Products Co., Maker of Household Cleaning Products—Sales of \$6,000,000

Minneapolis, July 5.—In its first venture into the non-food grocery products field, The Pillsbury Co. Friday completed negotiations for the purchase of the assets of The Tidy House Products Co., Shenandoah, Iowa. Announcement of the purchase was made jointly by Robert J. Keith, executive vice-president of Pillsbury, and by J. Cy Rapp, president of Tidy House. The purchase price was not disclosed.

Tidy House manufactures a group of quality household cleaning products which are presently marketed in the east and west central states. Annual sales are in excess of \$6,000,000.

Principal products are Dexon, a dry bleach; Perflex, a powdered all-purpose detergent; Shina-Dish, a liquid detergent; Sweet-10, a non-caloric sweetener; Gloss Tex, a liquid starch, plus other products in the cleaning field.

ing and product development consultant.

Mr. Rapp said the move would enable Tidy House "to take advantage of Pillsbury's research and national marketing facilities, which will give our products national distribution."

Mr. Keith pointed out that the purchase gives Pillsbury its first entry into the consumer non-food field.

Tidy House operates a manufacturing plant at Omaha, Neb., and has packaging facilities at Cleveland, Ohio. It maintains distribution centers in Chicago and Fargo, N.D.

Management of Tidy House will remain unchanged, with Mr. Rapp becoming general manager of the new Pillsbury division. A. W. Ramsey, one of the company's founders and principal owners, will be retained as market-

HERMAN STEEN

Revolutionary Wheat Yield Rise Over Past Wonder Crops Mainly from Variety Betterment—Up 60% Last Few Years Above '30's

NEW VARIETIES CREATE WHEAT SURPLUS

SECRETARY Benson is a high-minded gentleman, but I have sometimes wondered if he doesn't curse the cereal breeders—the men who have perfected the new varieties of wheat. More than anyone else and anything else, they have created the great oversupply of wheat in the United States.

The latest official figures for the 1960 wheat crop place the national average yield at 25.4 bus per harvest acre. It may be more finally. That will be the second highest average in history, surpassed only by the record 27.8 bus of 1958.

Wheat yields in recent years have truly become astronomical. The 1960 crop is the fifth in succession to run above 20 bus per harvested acre, yet never before 1956 did the national average reach such a high level.

PART IN WORK OF BREEDING

Significantly, acre yields of wheat

first began to show a rising trend soon after the agricultural experiment stations released new varieties of wheat with improved agronomic characteristics. Although some work had been done in this field for many years, it was around 40 years ago that the stations went seriously into the business of breeding improved varieties. Ten years or more are needed after a new variety is bred before the seed supply is sufficient to permit distribution as well as to observe its characteristics under varying conditions, so the new strains selected in the 1920's began to reach commercial production in the mid-30's. By 1940, there was a distinct trend under way in all wheat growing areas to discard the old varieties and grow the new. It has been so much accelerated in recent years that as much as 80 or 90% of the wheat lands in state after state are now seeded to varieties not even in commercial existence five or six years ago.

"BIGGEST" WHEAT SALE BY CANADA TO CHINA

New Transaction Well Above \$60,000,000 Agreement of Last January, Agriculture Minister Reports—Shipments June Through October

Winnipeg, May 2.—Negotiations under way for weeks between Canadian government representatives and Red China in Hong Kong have resulted in an "agreement of intent" for the sale of Canadian wheat that may set a new record for the Dominion. Reports from Hong Kong credit Alvin Hamilton, Canadian minister of agriculture, with an announcement to the effect that the new transaction may be the biggest single wheat sale in the history of the Dominion and well above the \$60,000,000-sale of last January to Red China.

MERGER TO LARGEST MILL

Ranks Hovis McDougall Ltd. to Be Largest Flour Milling Concern in United Kingdom Through Exchange of Stock

London, Dec. 9. — One of the best kept secrets for many years was the proposed merger between Ranks and Hovis-McDougall. The news broke this week. In essence, it is a question of Ranks, already one of the largest flour milling companies in the U.K., taking over the whole share capital of Hovis-McDougall. On the proposals becoming effective, it is intended that the name of the firm will be changed to Ranks Hovis McDougall Limited.

A summary of the proposals is that, so far as ordinary capital is concerned, three stock units of 10s each of Ranks will be offered for five ordinary stock units of 5s of Hovis-McDougall.

If the merger takes place, it will make Ranks the biggest flour milling concern in the United Kingdom.

Britain Moves for Entrance Into the Common Market

LONDON, July 31.—Prime Minister Harold Macmillan of Great Britain today announced in the House of Commons that the government will seek membership in the European Common Market. He assured that the standard of living of the agricultural community would be protected, apparently referring to recent protests of Canada and Australia against the British entrance into the E.C.M.

The announcement was followed by action by the European Free Trade Association in Geneva to move for joining the E.C.M. as a group. This would mean an economic community of a population of 300,000,000.

Formal British entrance into the E.C.M. depends on approval by the House of Commons. Some sharp criticism of Macmillan's decision was voiced.

Wheat and flour trade interests have important stakes in the workings of the E.C.M.

BURRY-QUAKER PACT SET

Agreement Reached by Boards of Two Companies on Purchase by Quaker Oats of Assets of the Burry Biscuit Corp.

Chicago, Sept. 11.—Agreement for the acquisition of the assets of the Burry Biscuit Corp. by the Quaker Oats Co. was approved last week by the boards of directors of both companies. Negotiations leading to the merger have been under way since July. In last week's action, the Quaker board meeting in Chicago and the Burry board meeting in Elizabeth, N.J., formally approved terms of the transaction.

The agreement is subject to approval of Burry stockholders at a special meeting and to a favorable ruling by the Internal Revenue Service on the tax status of the transaction.

Weston Adds Mills and Mills Bakeries

LONDON, Aug. 4.—The monopoly that Garfield Weston seemed to be creating in the bakery industry of Great Britain caused the large milling companies to compete with him in the acquirement of bakeries, to render themselves independent of Mr. Weston's orders and at the same time to ensure outlets for their flour. Whether by way of retaliation or not, Mr. Weston set about acquiring flour mills and he is now in control of 16 or more mills, mainly of the smaller class.

Most of these mills were members of the Miller's Mutual Association, from which they have been withdrawn, a loss to the M.M.A., but the present members are undismayed by the changes, though regretting it.

Whether Mr. Weston will acquire any more mills is unknown, but in any case it is confidently expected that the "mutual spirit" among the members of the M.M.A. will be continued and possibly strengthened.

Reports indicate that whatever further plans Mr. Weston may have in the flour milling industry, he will continue his expansion program in the bakery industry.

CREAM OF WHEAT TO MERGE INTO NABISCO

Agreement in Principle Reached on Exchange of 360,000 Shares of National Biscuit Common Shares for Cream of Wheat Business

New York, April 17.—Agreement in principle for the merger of the Cream of Wheat Corp. into National Biscuit Co. was announced last week by Lee S. Bickmore, president of Nabisco, and Daniel F. Bull, head of Cream of Wheat.

The proposed basis of exchange provides for the issuance of 0.6 of a share

of Nabisco for each share of Cream of Wheat, which means the issuance of 360,000 shares of Nabisco stock for the 600,000 shares of Cream of Wheat presently outstanding. Based on Nabisco's closing price Friday on the New York Stock Exchange of \$82¾, the purchase price is indicated at \$29,790,000.

FOOD STAMPS TO BE USED FOR MOST FOODS

Single All-Purpose Stamp to Be Issued in Pilot Project, for Purchase of Practically All Foods—Direct Distribution to Be Discontinued

Washington, April 17.—A single-purpose stamp coupon, good for the purchase of almost all food items in grocery stores, will be issued in the pilot food stamp program to be inaugurated by the Department of Agriculture in the near future, it was indicated by Secretary of Agriculture Freeman.

Secretary Freeman said that when a food stamp project begins to operate in a pilot area, the present distribution of

federally-owned surplus foods to needy families will be discontinued. Flour and corn meal are an important part of this direct distribution program. Eligible schools and institutions in the pilot areas will continue to receive surplus foods from the federal government.

MAJOR RED STAR EXPANSION

Operation of Universal Foods of Chicago as Division Represents Further Step in Diversification of Yeast Company

Milwaukee, Wis., May 22.—Universal Foods Corp. of Chicago, which has recently been merged into Red Star Yeast & Products Co., will operate as the Universal Foods Division of Red Star, it was announced by Russell D. L. Wirth, president of the yeast company. The merger, Mr. Wirth said, will result in expanded customer service for Universal and represents a further step in product diversification for Red Star.

Universal will continue to operate under its own management, headed by David H. Flaxman as vice-president and general manager of the division. Mr. Flaxman also has been named a director of Red Star.

Universal Foods, founded in 1929 as Universal Cocoa Products, Inc., has offices and plant in a three-story building at 3005 W. Carroll avenue in Chicago. It manufactures, packages and sells about 16 brand products through institutional, wholesale grocers and distributors' organizations. The products, including soups, gravies, tenderizers and a wide variety of desserts, are sold through institutional food wholesalers to institutional accounts such as hotels, hospitals, city-county institutions and restaurants.

Boards of Trade Move for a Ban on July, 1963, Wheat

IN line with great uncertainty on the status of the support program that will be in effect on the 1963 wheat crop, in view of Congressional delays, the board of directors of Chicago Board of Trade voted last Tuesday not to permit trading in the July, 1963, future until further notice. A year ago, trading began in the July, 1962, future on Aug. 1, 1961.

In Kansas City, where start of trading in a contract month is not subject to approval of the Board of Trade directorate, the exchange's board of directors voted to provide that any trading in the July, 1963, future would not be posted on the "black board" on the trading floor. In addition, the board of the Kansas City Grain Clearing Co. established a margin requirement of 20c a bu for the July, 1963, future, as compared with the 6c margin on other contracts. There has been no trading in the July future in Kansas City.

A-D-M BUYS 11 MIDWEST GRAIN ELEVATORS

Houses in Four States With Total Capacity of 12,000,000 Bus Purchased From Norris Grain Co. of Chicago, Bringing Company Space to 97,000,000—In Shift to Emphasis on World-Wide Merchandising, President Daniels Says—First-Half Earnings Up

M INNEAPOLIS, Feb. 19.—Archer-Daniels-Midland Co. in the past week announced a major expansion of its grain business with the acquisition of 11 midwestern

grain elevators from the Norris Grain Co. of Chicago. The elevators are located in four states and have a total capacity of 12,000,000 bus.

The sale, described as a multi-million

dollar transaction, is effective April 2. With the newly-acquired elevators, total grain storage capacity of A-D-M. will be 97,000,000 bus.

STAMP START BY FREEMAN

Secretary of Agriculture Flies to Welch, W. Va., to Present First Booklet Under Administration's Food Stamp Program

Washington, June 5.—Secretary of Agriculture Orville L. Freeman flew to Welch, W. Va., May 29 to present the first booklet of food stamps issued under the administration's pilot food stamp program. Mr. Freeman said at Welch that the program is one of a series of actions to use the nation's agricultural abundance, and announced that similar pilot projects are expected to begin soon in seven other areas around the nation.

Also, the secretary noted that more interest is apparent in this food stamp program among representatives of other nations than in any of the current distribution activities.

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NEW FARM BILL FAILS; '63 WHEAT QUESTION

House Votes 215 to 205 Against Administration's Food and Agriculture Act of 1962, Including Certificate Plan—Secretary Freeman Surveying Possibility of Enacting Separate Wheat Measure With Certificates—Program of 1962 or That Last in Effect in 1961 Other Alternatives—Quick Action Necessary With Deadline of July 15 on Quotas

WASHINGTON, June 25.—Defeat in the House Thursday of the administration's Food and Agriculture Act of 1962, including the certificate plan of supports for wheat to start with the 1963 crop, leaves the question of the wheat support program for 1963 still very much in doubt. The defeat was by a vote of 215 to 205.

The most likely development, and one which the Kennedy administration appears to be endorsing for the moment, is an extension of the 1962 wheat stabilization program for another year. Un-

der this program, wheat acreage allotments are required to be cut 10% from the level established on the basis of the national allotment of 55,000,000 acres, with farmers permitted to retire another 30% of their allotments on a voluntary basis, and price support is at a national average of \$2 a bu.

Even though the administration bill is apparently "dead" for this session of Congress, this does not rule out completely an effort to obtain enactment of the certificate program for wheat to become effective with the 1963 crop.

LITTLE CHANCE FOR NEW WHEAT LEGISLATION

Provision in Agreement to Halt Satellite Filibuster Holding Back Farm Measure Apparently Dims Chances for Any New Program for 1963

Washington, Aug. 6.—Chances for enactment of wheat legislation to apply on the 1963 crop were dimmed considerably last week through a unanimous consent agreement in the Senate that halted the filibuster on the communications satellite bill for 10 days, with a provision that the farm bill of the Senate Committee on Agriculture would not be brought to the floor in the interim. This proviso, insisted upon by the Republican leadership, will likely defer Senate consideration of

the agricultural measure until well into next week, if not later, with the result that it is doubtful that Congressional approval could be obtained for any new legislation until after the Aug. 31 deadline for the holding of a referendum on 1963 crop wheat marketing quotas.

As a result, some observers in Washington are now predicting that Secretary of Agriculture Freeman this week will definitely establish the date for the 1963 crop wheat quota referendum, with a vote on the program he announced June 26. This program, the same as in effect on the 1961 crop, provides for a forward minimum national average loan on wheat of \$1.82 a bu, or 18c less than in effect this year, and returns the national acreage allotment to 55,000,000 acres.

FEW U.S. CONTROL MOVES IN CUBAN CRISIS

Halt in C.C.C. Feed Grain Sales, Followed by Limited Resumption, Only Instance of Government Action in Crisis Involving Agriculture—Consider Change in 1963 Wheat Program, But Secretary Freeman Places Emphasis on Abundance of Food Supplies

WASHINGTON, Oct. 29.—The Cuban crisis of the past week, with its threat of thermonuclear annihilation or a limited war, provided few hints of the control or Civil Defense programs that the federal government would adopt for wheat and other segments of the agricultural economy in the event conditions turned for the worse.

The lack of more definite action is widely attributed to three main factors—the concentration of efforts in Washington toward averting the crisis, which appear to have succeeded; the rather large supplies of most agricultural commodities, including wheat and feed grains, and the lack of any "panic buying" of the type that has marked previous emergencies, even some much less serious than the Cuban crisis.

expansion occurred in milling with the purchase of the Russell-Miller Milling Co.

A FOOD FOR PEACE STAMP

Postmaster General Day Discloses Design for June 4 Issue to Commemorate Start of World Food Congress in Washington

Washington, March 25.—A Food for Peace—Freedom From Hunger postage stamp will be issued by the U. S. Post Office Department June 4 in Washington at the opening of the World Food Congress set for June 4-18.

Design of the 5c yellow, green and red stamp was unveiled by Postmaster General J. Edward Day at a dinner last week sponsored by the U. S. Freedom from Hunger Foundation and attended by ambassadors from 104 countries that are members of the Food and Agriculture Organization of the United Nations.



President Kennedy Approves Bill Extending I.W.A. Act

WASHINGTON, Sept. 10.—President Kennedy on Wednesday signed into law the bill extending the International Wheat Agreement of 1949 for three years, to Aug. 31, 1965. This act previously passed unanimously by both the Senate and House, provides the necessary legislative authority for United States participation in the International Wheat Agreement of 1962.

The main provision of the act permits the C.C.C. to pay export subsidies on wheat, flour and other wheat products in line with minimum and maximum prices established by the agreement. The Senate some months ago gave its advice and consent to U.S. signing of the treaty establishing the 1962 agreement.

CHANGE NAME TO PEAVEY

New Corporate Name Adopted by F. H. Peavey & Co., With Use in All Divisions—Now Peavey Company Flour Mills

Minneapolis, Feb. 4.—Peavey Company is the new corporate name of F. H. Peavey & Co., and the simpler name form will be used generally in identifying its widespread operations. The business was established in 1874 by the late Frank H. Peavey. It operated



PEAVEY COMPANY

New corporate trademark

for a number of years as a partnership, with F. H. Peavey & Co. incorporated in 1906.

Flour milling activities, formerly bearing the Russell Miller-King Midas names, will now be called Peavey Company Flour Mills. With this change, locality will be used to identify a particular milling unit.

KING MIDAS, THEN RUSSELL-MILLER

Peavey entered the flour milling business in 1928 with the purchase of Van Dusen Harrington Co., which included in its operations King Midas Flour Mill Co. In 1954 a substantial

FOUR-YEAR BAKING SCHOOL TO KANSAS STATE

Unanimous Approval for Relocation of Baking Science and Management Program of Florida State University in Department of Flour and Feed Milling Industries in Manhattan, Kas., Voted by Board of Southern Bakers' Association—First Enrollment Next Fall

ATLANTA, GA., Dec. 3.—Relocation of the baking science and management school of Florida State University, Tallahassee, at Kansas State University in Manhattan, Kas., was unanimously approved by the board of governors of the Southern Bakers' Association at a special meeting in Atlanta Nov. 26. The relocation is subject to the final approval of the Kansas board of regents, but, barring unforeseen developments, that approval is confidently expected.

The decision of the S.B.A. board, announced by G. G. Grant of American Bakeries Co., Chicago, chairman of the governors, and Benson L. Skelton of Atlanta, president, came after a special study committee had recommended the transfer of the Florida baking school to Kansas State University.

With completion of the transfer, Kansas State, starting next September, will begin enrolling students for four-year training, with a major in bakery

business administration, baking science or baking engineering. The baking curriculum will be included in the Kansas State University's Department of Flour and Feed Milling Industries, which is headed by Dr. John A. Shellenger.

Seaway Draft Increased 6 Inches

MESSENA, N.Y., April 15.—An increase of six inches to 25½ feet in the allowable draft for ships moving through the St. Lawrence Seaway in the 1963 navigation season was announced by the Joseph H. McCann, administrator of the St. Lawrence Seaway Development Corp. Such an increase means that a ship carrying wheat will be able to take on an additional 20,000 bus.

The seaway was built to allow a 27-foot draft, but up to now only the Welland Canal permitted a 25½-foot draft. Because of an increase in the water level in the Great Lakes, it is now expected that vessels will be able to take advantage of deeper loading draft.

According to Mr. McCann, the increase in toll-paying cargo moving through the seaway as a result of the draft increase could be as much as 5,000,000 tons a year.

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HUGE CANADA WHEAT, FLOUR SALE TO USSR

Purchases of 210,000,000 Bus of Wheat and 12,800,000 Cwts of Flour for 1963-64 Movement Absorb All of Dominion's Wheat Handling and Flour Milling Facilities Above Regular Trade—No Price Haggling, Less Flour Booked Than Sought—Some for Cuba—World Supply Situation Transformation—Equal to a Third of 1962-63 Flour Output

OTTAWA, CANADA, Sept. 17.—Soviet Russia signed an agreement Monday with Canada for the purchase of 210,000,000 bus of wheat and 12,800,000 cwts of flour for delivery in the 1963-64 crop season, with an estimated value in excess of \$500,000,000. The sales mean that Canada is now booked up to capacity for this 1963-64 crop year in wheat exporting and in flour milling.

The huge buying in Canada, which came as a complete surprise

to world grain markets when negotiations were first revealed toward the end of last week, is described as signaling a major change in the world wheat supply-demand. This is due to the fact that Russia in recent years has exported an average of more than 150,000,000 bus of wheat a year, with result that its purchase from Canada, equal to 239,000,000 bus of wheat and flour in grain equivalent, means a net change of close to 400,000,000 bus in the world wheat supply status.

"WORLD'S FASTEST" EXPORT-OPERATING UNIT

John H. Daniels, President of ADM, and Fred R. Hediger, Head of Garnac Grain, Point to Great Potential for Destrehan Elevator

Destrehan, La., Sept. 30.—The new grain elevator of the St. Charles Grain Elevator Co. in Destrehan, La., a joint venture of Archer Daniel Midland Co., Minneapolis, and Garnac Grain Co., New York, has a combination of loading

and unloading machinery and grain conditioning and grading equipment to make it "the world's fastest-operating export installation," according to John H. Daniels, president of ADM, and Fred R. Hediger, president of Garnac.

Keen Interest in Possible U. S. Sales to Soviet Russia —Licensing Procedure for Private Transactions

WASHINGTON, Sept. 17.—Indications that Soviet Russia's huge purchase of 239,000,000 bus of wheat and flour in Canada was actually short of the amount sought have created keen interest in both U. S. government and trade circles as to the possibility of substantial U. S. sales of these two commodities.

While the huge Russian purchase from Canada has brought forth no official expression of policy from the White House or government agencies that would be involved, it is strongly hinted that the U. S. government would look with favor on booking wheat and flour to Russia in line with licensing procedure of the Commerce Department.

Even if the United States does not make direct sales to Russia, impact of the Soviet purchases from both Canada and Australia are expected to exert a favorable impact on the U. S. wheat and flour export outlook in the 1963-64 season. These two countries, along with Russia, are now practically withdrawn as sellers for all practical purposes in world wheat and flour markets.

In line with regulations issued in June, 1961, by the Bureau of Foreign Commerce of the Department of Commerce—regulations which are still in effect—the B.F.C. will consider for approval export license applications to ship U. S. subsidized surplus agriculture commodities, including wheat and wheat flour, to the U.S.S.R. and other Eastern European countries, provided they are sold for convertible currencies. No license applications for sales of such commodities to Russia have been made in recent days.

In submitting applications for licenses to ship subsidized surplus commodities to all Eastern European Soviet bloc countries, exporters will be required to supply commitments from the importers in the bloc countries that the commodities will not be re-exported to another destination. The sales cannot involve P.L. 480 financing or barter arrangements.

PLAN U. S. FLOUR, WHEAT SALES TO RUSSIA

Millers and Grain Exporters of United States Confer Informally in Ottawa on Sales of Wheat, Flour and Other Commodities to U.S.S.R.—Proposals to Russian Delegation—Sentiment in Government and in Congress Leaning Increasingly Toward Bookings—More Wheat Bought By Soviets From Australia and Flour From West Germany and Italy

Ottawa, Can., Sept. 24.—An informal conference of U. S. flour millers and grain exporters is under way in Ottawa today on the possibility of sales of wheat, flour, and other commodities to Soviet Russia. It is understood that leaders of the U. S. group have made contact with the Russian Trade Delegation in Ottawa that previously purchased huge quantities of wheat and flour from Canada, and that proposals will be submitted to the Russians for sales of U. S. products on an industry-wide basis.

Leaders of the United States trade group in Ottawa are:

Burton M. Joseph of the I. S. Joseph Co., Minneapolis.

Charles Ritz, chairman of the board of the International Milling Co., Minneapolis.

Ralph Bruce, vice-president, Archer Daniels Midland Co., Minneapolis.

Leo Stern, Louis Dreyfus Corp., New York City.

WASHINGTON, Sept. 23.—Sentiment is mounting in Washington and among farm organizations over the United States for the sale of wheat and flour and other food products to Russia. Growth of favorable senti-

ment toward such sales, together with reports of huge workings of wheat and flour from Canada and Australia and some large sales of flour from West Germany and Italy to Russia, are giving rise to expectations that bookings in considerable volume may be made very shortly direct to Russia by United States trade interests.

Advocacy of American sales of wheat and flour to Russia marked discussions in Congress last week by Senator Hubert H. Humphrey of Minnesota and by Senator Frank Carlson of Kansas, who represent the major wheat areas of the United States, and others.

Boom in Grain Ship Charter Rates and in Ship Prices

NEW YORK, Sept. 23.—The huge sales of wheat and flour from Canada to Russia and buying in other parts of the world by the Russians resulted last week in a boom in ship charter rates. Advances in rates for the week are estimated at around 10%.

Besides, advances were recorded in the trading in cargo vessels. Some predictions are being made that more tankers will be diverted to the grain trade.

The Russians are reported extremely active in seeking ocean shipping facilities for their wheat and flour purchases.

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WHEAT, FLOUR TO RUSSIA NEAR APPROVAL

President Kennedy Expected to Announce Favorable Decision on Proposals for Export Workings—Trade Hope for Dealings Through Regular Channels With Wheat to Come From Open Market Supplies—American Grain Exporters and Millers Meet With Soviet Delegation Which Indicates Interest in Wheat and Flour, Subsequently Only Wheat

WASHINGTON, Oct. 1.—President Kennedy is expected to announce in the very near future—possibly today or at least within a week—his decision on whether he will approve the sale of wheat and flour and

other agricultural commodities from the United States to Soviet Russia. The preponderance of opinion in Washington and over the world is that the President will give his approval to sales, and hopefully any transactions will be

conducted through regular channels of trade with the wheat to cover any commitments drawn from open market supplies.

A tremendous "head of steam" is building up to encourage approval by the President. In fact,

seldom has a grain story in recent years, if ever, attracted the volume of publicity in the American press as has the potential U.S. business with Russia. Newspapers and magazines, in editorials and feature articles, are speculating extensively on the meaning of the business not only to the U.S. wheat farmer and wheat programs, but also to the entire stance of the Cold War.

So far as the milling and grain industries are concerned, the potential of the Russian business is creating more excitement in markets than has ever been witnessed in peacetime. For the past three weeks, practically all other market factors have been relegated to minor significance.

FOR PRIVATE TRADE IN ANY U.S.S.R. SALES

American Industry Representatives in Ottawa as Well as at Other Market Centers Generally Agree That Transactions, If Approved, Should Be Conducted Through In-Kind Program on Wheat, Subsidy on Flour—Dispute on Method, No New Webb-Pomerene Corp.

OTTAWA, CANADA, Sept. 30.—While differing considerably on methods, representatives of the United States grain and milling trade who gathered in Ottawa last week to investigate the possibility of U.S. wheat and flour sales to Soviet Russia

were firmly agreed that any transactions should be carried out through private trade channels with wheat drawn from the open market. In fact, the consensus of the traders who gathered in Ottawa, as well as those who were not represented in Canada, is that any sales

to the Soviet should be consummated through programs now in effect for workings to other dollar markets for wheat and flour. These involve the payment-in-kind export program on wheat and the cash subsidy program on flour.

**On Single Ship,
2,791,000 Bus**

MUCH ACTIVITY IN USSR WHEAT NEGOTIATION

Assassination of President Kennedy Brings Temporary Halt to Efforts to Consummate Wheat and Flour Sales, But Behind-the-Scenes Developments Point to Progress — Committee Action on Mundt Bill a Favorable Step — Soviets Watch Market

WASHINGTON, Nov. 26.—The tragic assassination of President John F. Kennedy Friday, Nov. 22, and the immediate assumption of the office by Lyndon B. Johnson brought to a temporary halt negotiations in the sale of wheat, flour and other agricultural commodities to Soviet Russia and Eastern Europe satellites. Nevertheless, the view is widespread that trade discussions will likely be immediately resumed, and that the change in national administration will not stand in the way of the consummation of the sales to Communist bloc countries. The point was stressed that Mr. Johnson, as Vice-President, was a member of the National Security Council that gave unanimous support to the decision to approve sales of wheat, flour and other agricultural commodities to the Soviet countries.

In fact, the view was being voiced that the assumption of the Presidency by Mr. Johnson may, in fact, speed the consummation of the sale. This forecast is based on the desire of Congress to cooperate to the fullest extent possible with the new President. The first evidence of this was provided Monday, when the Senate Banking and Currency Committee voted 8 to 7 to recommend to the Senate against passage of the Mundt bill. Previously, the committee had informally voted 9 to 5 in favor of the measure.

The Mundt bill, on which the full Senate is expected to vote today, would bar any Export-Import Bank guarantees on credit sales of wheat or other products to Communist countries.

FLURRY OF LATE SALE ACTIVITY

On Friday morning, before the assassination of President Kennedy, developments in Washington and other centers indicated that active efforts were under way to consummate sizable sales of both wheat and flour to Soviet Russia. This was in face of the fact that open discussions between U.S. exporters and the Soviet purchasing mission in Washington were apparently at a standstill.

While it was difficult to ascertain the status of the "behind-the-scenes"

negotiations, some hint was that efforts were aimed at negotiations being carried on by European agents or

firms, as representatives of U. S. sellers. This was seen as a way of "face-saving" for Russia in its persistent ob-

Tragic Death of President May Be Followed by More Action on Farm Problems by President Johnson

WASHINGTON, Nov. 26.—The assumption of leadership of the nation by President Lyndon Baines Johnson following the assassination of John Fitzgerald Kennedy Friday is bringing predictions that more action on agricultural problems, including that of wheat, will be witnessed in Congress. President Johnson, reared in rural Texas and with close ties to agriculture through his Texas ranch operations, is expected to give greater heed to proposals of farmers and their representatives in Congress for agricultural legislation. Bills now pending on wheat and cotton may receive earlier attention, with the new President considered likely to lean toward responses to calls for price improvement.

President Johnson faces tremendous problems in agriculture internationally as well as domestically. The relations of the United States with the Common Market are strained, with the controversy over poultry tariffs now in process of compromise. The United States faces difficulties, too, in efforts to maintain European outlets for wheat and other grain and flour with the Common Market speeding up the inauguration of uniform grain prices through its six member countries.

The presence in Washington today of President Charles de Gaulle of France to attend the funeral of President Kennedy has led to hopes of more progress in adjusting economic relations between the United States and the Common Market. It was announced late yesterday that President Johnson, in a brief visit with President de Gaulle, reached an agreement with the French leader, a prime factor in the Common Market, for a full-scale exchange of views in Washington early in 1964. President de Gaulle has been most powerful in deterring compromises between the United States and the Common Market.

A panel named to work out a compromise between the Common Market and the United States on poultry tariffs made a report last week placing the total of business losses for the United States from the duties at \$26,000,000. The Common Market had claimed that the losses were only \$19,000,000, while the American figures were up to \$46,000,000. The determination of the sum involved was sought for use in American government tariff retaliations. Some hope still prevails that compromises may prevail instead of retaliations.

President Johnson has indicated that he plans to proceed with the policies of President Kennedy, but in tariff matters, notably the Kennedy move for world tariff adjustments involving as many as 7,000 single tariff headings, agreements are yet to be reached. Hearings on the proposed tariff changes are scheduled to start in Washington, Dec. 2.

In general business, one of the major problems confronting President Johnson is that of monetary stabilization, in which the United States has invested some hundreds of millions in European currencies. The tax cut question ranks very high, and action on it may be speeded.

DESTREHAN, La., July 20.—One of the largest single cargoes of wheat ever to depart an American port—74,759 long tons, or 2,791,000 bus—left the berth of the St. Charles Elevator Co. at Destrehan this past weekend. The cargo, of yellow hard wheat, was loaded on the tanker, *Manhattan*, the largest grain handling ship in world trade. It left for Pakistan.

The huge cargo was loaded at the St. Charles elevator in 41 hours and 21 minutes. M. L. Hibbets is manager of the St. Charles elevator.

The shipment included 35,000 tons for the account of Bartlett & Co. and the balance for Garnac Grain Co., which with Archer Daniels Midland Co., jointly owns the St. Charles Elevator Co.

Halt Boycott and Load for Russia

WASHINGTON, March 2.—Maritime unions last week agreed to resume loading of wheat for Russia following an agreement reached with President Johnson that encourages hopes of the leaders of the workers for satisfactory accord.

It is understood that under the plan worked out, Continental Grain Co. will

SOVIET AGREES TO LARGE SHIPS

Washington, March 3.—The American delegation now in Moscow on ship requirements for American wheat today cabled that Soviet officials have agreed to accept the large vessels. Announcement of the acceptance came from Clarence D. Martin, Jr., under secretary of commerce, head of the delegation. The Russians had refused to accept ships of more than 32-foot draft, but now will unload such vessels in the approaches of harbors rather than at docks, using smaller ships and lighters.

be permitted to go on with the Maritime waiver under which 38% of its shipments to Russia will move in American vessels. The unions are even pressing for a change from the present understanding that only 50% of P.L. 480 shipments need to be moved in American flag ships. The maritime unions insist that this figure should be considered a minimum, not a maximum.

CONGRESS ENACTS AREA CUTS, CERTIFICATE

Senate Approves Legislation by Vote of 52 to 41 Following House Passage Thursday by 202 to 197—Bonus of 18c a Bu With Loan of \$1.82 for 1963 and Certificate Start in 1964—Doubt of Sharp Voluntary Decrease From 55,000,000-Acre Allotment for Next Year, Meaning No Great Pressure From In-Kind Payment Sales by the C.C.C.

WASHINGTON, Sept. 25.—The Senate this afternoon passed and sent to President Kennedy the Food and Agriculture Act of 1962. Senate approval, by a vote of 52 to 41, followed passage of the controversial measure in the House last Thursday by a vote of 202 to 197. It is a certainty that President Kennedy will sign the measure.

The measure, which had been before the second session of the 87th Congress almost from its convening last January, provides for a revolutionary change in the wheat price support program, beginning with the 1964 crop. In that year, the wheat certificate program starts operations. This program poses the likelihood of radical changes in the entire struc-

ture of wheat marketing and processing.

For the 1963 wheat crop, the new law also poses a unique approach to wheat price supports through direct incentive payments to farmers who voluntarily agree to reduce their acreage by a minimum of 20% from allotments based on the national allotment of 55,000,000 acres.

"NO" AGAIN TO BRITAIN'S ENTRY

London, April 20. — President Charles de Gaulle of France, in a nation-wide radio broadcast Friday night, reiterated his opposition to British entry into the Common Market at this time. France, de Gaulle said, would not surrender any of her sovereignty to such "international aeropages." The latter is a Greek word referring to an Athenian tribunal.

CERTIFICATES LOSE; MOVES FOR NEW PLANS

Overwhelming "No" in Wheat Referendum Points to \$1.25 Loan for 1964 Crop and No Support With Plantings Exceeding Allotments, But Legislation Is Proposed to Alter Statutory Alternative Deemed Exceptionally Punitive—Tight Control to Hold Export Prices in Line With International Wheat Agreement—National Election Is a Factor

WASHINGTON, May 27.—Wheat farmers turned out in record numbers last Tuesday, May 21, to give an overwhelming "no" to the adoption of the 1964 certificate wheat plan. Only 47.8% of the 1,144,927 ballots counted in the preliminary tabulation gave approval to the controversial plan, less than a simple majority, as contrasted with the two-thirds "yes" required by law for the program to become operative. Rejection of the program by such an overwhelming margin came as a surprise to all who observed or participated in the heated campaign that preceded the referendum, with predictions of the balloting outcome ahead of the vote pointing to the likelihood of an extremely close vote.

Based on present law, defeat of the 1964 program, which in actuality was a vote whether marketing quotas should be in effect or not for next year's crop, means

that the 1964 national average support price for wheat will be at 50% of parity as of July 1, 1964, or \$1.25 a bu on the basis of present parity. This support level will be available only to growers who harvest within acreage allotments already announced for 1964, which are down 10% from the previous minimum national allotment of 55,000,000 acres. Because marketing quotas will not be in operation for 1964, growers may exceed their allotments without being subject to severe quota penalties, but will not be eligible for support participation.

While the 50% parity of support with no marketing quotas is the 1964 program provided by law with quota defeat, the referendum result immediately was followed by the introduction in Congress of new legislation to replace the statutory program that many consider exceptionally punitive to wheat farmers and the economies

of the wheat states. In fact, it is the view of many observers that the rejection of the certificate program largely was based on the expectation of thousands of growers that its defeat would lead to the enactment of a less restrictive bill that would return a higher support return than 50% of parity. Strong efforts for such new legislation were pledged by those who urged a "no" vote in the referendum.

ComputertoOperate Sara Lee Unit

CHICAGO, June 10. — A giant 610 computer of Minneapolis-Honeywell Regulator Co. will be used to direct central processing and quality control in the new \$22,000,000 bakery being built by Kitchens of Sara Lee in suburban Deerfield, Ill.

According to a joint announcement by Sara Lee and Honeywell, this will represent the first application in the food industry of a digital computer-directed control system for central processing and quality control. Besides central production and quality control, the computer will also be used in controlling warehouse operations from ingredient storage to automatic transfer to shipping docks.

The computer will issue approximately 180,000 instructions every three seconds in the warehouse control. Every 15 seconds, it will calculate and update its memory as to the exact position of every conveyor and pallet in transit in the plant, keeping watch on more than 300 variables.

RUSSIA BUYER AND SELLER

Wheat Purchases in Canada, Australia Not Linked Completely With Crop Losses—Most Exports Behind Iron Curtain

London, Sept. 7.—Russia has bought wheat in Canada and some reports on the London market point to purchases in Australia as well. The Australian Wheat Board so far has not confirmed or denied the reports.

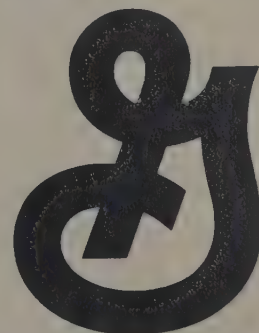
Purchases by Russia do not imply that this year's wheat crop is a partial failure, since it is not the first time that it has bought Canadian wheat for ship-

ment to Vladivostok. It has been said that it is better for Russia to buy foreign wheat for Vladivostok instead of sending her own wheat to that port. Whether the argument now holds good is not known.

Official estimates just released place total exports of wheat from Russia in the calendar year of 1962 at 4,765,000 metric tons, compared with 4,800,000 in the preceding year. In 1958, exports fell below 4,000,000 tons.

The great bulk of the exports from the Soviet Union, not only of wheat but also of other grain, finds its way into the countries behind the Iron Curtain. For instance, in 1962 1,251,000 tons of wheat were directed to Eastern Germany, 903,000 to Czechoslovakia, 505,000 to Poland, 93,000 to Bulgaria and 104,000 to Mainland China. Brazil took 413,000 tons, Finland 229,000 and the United Kingdom 345,000 tons.

New Corporate Symbol



GENERAL MILLS

MINNEAPOLIS, July 29.—Shown in this photograph is the new corporate symbol of General Mills, Inc., announced for the first time on the cover of the 1963 annual report. Use of a distinctive "G" as the symbol evolved from the "Big G" which the company introduced in 1960 as an identification for the company's line of breakfast cereals.

"Now, the 'G,' modified for greater legibility, strength and distinctiveness, becomes a visual representative of the corporation and all of its products—present and future," it is stated. "It is keyed to a new era of progress for General Mills and the nation."

Designed by Lippincott and Margulies of New York, the new symbol replaces a symbol showing General Mills on a television-shaped background.

Britain, World's Leading Wheat Importer, Plans to Control Imports With Quotas and Price Accords

LONDON, May 25.—An extraordinary development from the standpoint of world trade in wheat and flour was formally revealed in the House of Commons Wednesday by Christopher Soames, British minister of agriculture. Mr. Soames announced plans to institute greater control over the trade in cereals than Britain has exercised in any year since 1953, when freedom was restored to the wheat market.

The new program involves controls over imports through quotas or other plans, along with some agreement over prices on the overseas grain sold here.

Behind this plan is the desire of the British government to reduce its outlays on deficiency payments that are designed to assure guaranteed incomes to British grain growers. Mr. Soames reported that such supports had increased in cost to the government by 100,000,000 pounds sterling, or \$280,000,000, over the last three years and that the government's farm assistance outlay now is equal to about \$1,008,000,000 a year.

It was indicated that negotiations are proposed under the plan with all overseas suppliers. A lot of hard bargaining is expected. Importations of grain in certain quantities may be agreed upon with traditional suppliers, partly in exchange for reduced tariffs on British industrial exports.

The deficiency payments system has been so much to the liking of farmers that home-grown production of barley has outstripped the normal requirements of the feed and brewing industry, while wheat production has outstripped the needs of millers for soft wheat.

The program of the British government may also include some limits on domestic production, with one plan being to reduce price guarantees if supplies exceed anticipated requirements.

British millers, apprised recently of the new government plans, have pressed for the retention of the present system of deficiency payments.

FORMAL REQUEST BY RUSSIA FOR U.S. WHEAT

Application Made Through Diplomatic Channels in Washington for Purchase of 4,000,000 Long Tons, or 149,332,000 Bus—Flour Not Mentioned, But Flour Millers' Export Association to Seek Workings—Bookings of 100,000 Tons of U.S. Wheat to Hungary Conditional on Licensing—Khrushchev Reveals Buying, Shortage to Russian People

WASHINGTON, Oct. 8. — Soviet Russia has made application to the United States government through formal diplomatic channels for the purchase of 4,000,000 long tons, or 149,332,000 bus, of U.S. wheat, it was disclosed this morning.

This action, representing the first official acknowledgment by

the Soviet government that it desired to purchase U.S. wheat because of a severe crop failure in Russia, is rapidly bringing to a head the question of whether President Kennedy will approve of such sales. The prevailing expectation is that the President will move for the licensing of the sale.

While the formal Russian ap-

proach indicated interest only in wheat, hope is still held out that its takings might also involve a considerable quantity of flour. It is recalled that the original approach to Canada in early September, which culminated in the purchase of 245,000,000 bus of wheat and flour, was only for the grain. The Soviet purchases in

Canada include 13,888,000 cwts of flour. In addition, Russia has booked substantial quantities of flour from Australia and unconfirmed reports from Europe indicate that it may have bought as much as 45,000,000 cwts of flour from millers on the Continent and of Britain.

U.S.S.R. BUYS 1,000,000 TONS U.S. WHEAT

First Booking in Prolonged Negotiations Consummated by Continental Grain Co.—Includes 500,000 Tons Hard Winters, 350,000 Durum and 150,000 Western White or Hard—Stalemate on U.S. 50-50 Shipping Rule Is Broken by Ingenious Subsidy Acceptances and Persuasion to Soviet Buyers—Hopeful on Substantial Additional Business

WASHINGTON, Jan. 6. — Continental Grain Co., with headquarters in New York, last Friday, Jan. 3, announced that it had sold 1,000,000 metric tons, or 36,743,000 bus, of U.S. wheat to Soviet Russia, thus breaking the stalemate in negotiations between Russian purchasing officials and the U.S. trade that had been under way since late September.

SECOND RUSSIAN WHEAT SALE, 700,000 TONS

Consummation of Working of 200,000 Tons of Durum and 500,000 Tons of Hard Winter Wheat to U.S.S.R. Brings Total Thus Far to 1,700,000 Tons — Most for February-March Clearance — Application Filed for U. S. Ship Waiver on 281,000 Tons

WASHINGTON, Feb. 3. — The second major sale of United States wheat to Soviet Russia, involving a total of 700,000 tons, was consummated late Friday afternoon. This brought the aggregate of American wheat thus far sold to the U.S.S.R. to 1,700,000 tons, or 62,400,000 bus. This is still less than half of the expected Soviet purchases in the U.S.

for 1963-64 crop season shipment of 150,000,000 bus. In addition, Communist satellite nations are expected to buy another 50,000,000 bus, of which about 11,500,000 bus have been sold.

The second major sale was worked by Cargill, Inc., and followed by just about a month the initial booking of 1,000,000 tons by Continental Grain Co. on Jan. 3.

'BIG JOHN' TO HIGH COURT

I.C.C. Announces Decision to Appeal to Supreme Court in Matter of Southern Railway's Multiple Car Grain Rates

Washington, July 20. — The Interstate Commerce Commission will appeal to the Supreme Court of the United States on the May 20 decision of the U.S. district court for the southern district of Ohio which upheld the Southern Railway System in its dispute with the commission on reduced grain rates into the South. The appeal decision was announced by Abe McGregor Goff, chairman of I.C.C.

The Ohio district court set aside and enjoined the orders of the commission in the so-called "Big John" car grain rate case. The court ruling in effect permitted the Southern to continue to offer, as it has since May, 1963, the full measure of the reductions in multiple-car grain shipments which it sought and which the I.C.C. denied in part. The court issued a permanent injunction against an I.C.C. order of last year which held that the "Big John" rates on grain from Mississippi and Ohio river crossings to the South were 16% below a just and reasonable level.

Various interests who had supported the I.C.C. in its case before the district court are expected to join with the commission in taking the case to the Supreme Court.

GOLDWATER 'NO' ON WHEAT

Republican Presidential Candidate Denounces U.S. Sales of Grain to Russians, Questioning Policy of "Being Nice"

Dallas, Texas, Sept. 28. — Senator Barry Goldwater, Republican candidate for the Presidency, speaking in Dallas Wednesday, denounced U.S. sales of wheat to the Soviet Union, and objected to "the idea of being nice to the Russians."

HERMAN STEEN

Winnipeg Grain Exchange, Dating Back to 1887, Continues Center of Canadian Trade in Face of Wheat Futures Trade Halt Since 1943

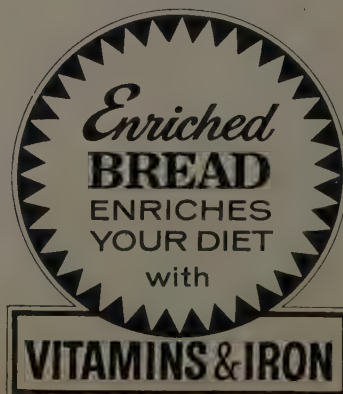
THE EXCHANGE THAT REFUSED TO DIE

WINNIPEG is the focal point in Canadian wheat marketing. It is the site of the main office of the Canadian Wheat Board. It is the domicile of the Board of Grain Commissioners. All the principal line elevator companies headquarter in the city, as do also several large grain cooperatives. It is a milling center of importance. Quite logically, it is the locale of the nation's chief grain exchange.

Winnipeg Grain Exchange is an institution of worldwide renown. For years it rivalled and sometimes exceeded Chicago in volume of futures transactions in wheat, and, although this form of trading has been extinct in Winnipeg since the war period, an active option market remains in oats, barley and lesser commodities. The exchange continues to be the recognized center of the Canadian grain trade, even though changing times have brought revolutionary changes in the way in which the business is conducted.

The advent of the Canadian Wheat Board and its government-sponsored compulsory wheat pool have taken away much of the glamor and drama that surrounded the Winnipeg exchange from the time of its inception. For a long time it was commonly be-

lieved that the organization could not survive the upheavals in marketing techniques that were inherent in the new system. Yet survive them it has, and the exchange today is a living testimonial to the idea that an agency that brings buyer and seller together has a place in the scheme of things, no matter that the scheme is a radical departure from traditional ways.



Symbol of A.B.A. campaign.

Wonder in Grain on World Events

LONDON, Oct. 17. — The slim Labor party victory in Great Britain on Thursday, the overthrow of Khrushchev in Russia and the disclosure of the development of a nuclear bomb by China this week, were received with relative calm in grain markets of the world. Wonderment is apparent in London and in Continental European markets on the eventual reactions from these developments, which might attain startling proportions.

The latest reports on the new British government, headed by Prime Minister Harold Wilson, the Labor party leader, point to monetary moves such as a call for heavy credits from the International Monetary Fund to sustain the British pound sterling and even devaluation of the pound. Devaluation would force immediate upward revisions in the currency prices on wheat in England and would affect the currencies of the Commonwealth countries. The International Wheat Agreement provides for maximum and minimum price adjustments to offset currency devaluation.

The London stock market declined Friday and today on the outcome of the election. The *Financial Times* index of industrial shares in London declined 5.4 on Friday and 9.5 today to 350, as against a close of 377.6 on Oct. 2. The London weakness was attributed in part to selling of steel stocks in particular on account of a possible return to nationalization of the steel industry by the Labor party government.

MORE BRITISH GRAIN INTERVENTION

What steps the Labor party will take in agriculture remains to be disclosed, but the party leaders have indicated that they will intervene more in grain markets than the Conservative party government just defeated. The Conservative party government lately inaugurated a minimum price program on grain imports.

MILLER, EXPORT CERTIFICATE START JULY 1

Agriculture Department Announces That Millers Will Have to Apply 70c-a-Bu Certificate on All Wheat Ground for Domestic Use and Exports Beginning July 1 and Exporters 25c Certificate—C.C.C. Selling at Higher of Market or 105% of 1964 Loan—No Obligation on Grind Before July 1—Many Questions in Difficult Transition

WASHINGTON, April 13.—Beginning at 12:01 a.m. Wednesday, July 1, flour millers will be obligated to acquire a 70c-a-bu domestic marketing certificate on all wheat processed into food products, including flour for export, and exporters will be obligated to acquire a 25c-a-bu export marketing certificate to cover all wheat exported. This was disclosed Saturday in a press

release issued by the Department of Agriculture just after President Johnson signed into law the wheat-cotton bill, H.R. 6196.

The Department's announcement also makes it clear that no so-called "zero certificates" will be issued to flour millers or others to cover wheat stocks owned as of the start of the certificate obligation July 1.

—HERMAN STEEN—

General Mills Plant Closings to Cut U.S. Mill Capacity to Lowest Total Since World War I—Unhealthy Buying Disservice to Bakers, Millers

A SENSATIONAL EVENT

THE decision of General Mills, Inc. to close nine of its flour mills, which was revealed a few days ago, is without doubt the most sensational milling event of our time.

The importance of the action exceeds that of all the other happenings in the industry in this generation. Its implications are more far-reaching than such stand-out occurrences of the past as the formation in 1928 of the industry's first national company or the wartime milling program in 1917, when for the first time in history an industry was operated under complete control by the government. For sheer dramatics, it outshines even the wild attempt that was launched in 1899 to create a milling monopoly. In fact, to discover an occurrence of greater moment, one must go back almost 90 years to the milling revolution that introduced the roller mill and the middlings purifier.

APPROVE UNIT TRAIN RATES

Division 2 of I.C.C. Affirms Tariff Between Minnesota Points and Superior to Buffalo at 33½¢ Per Cwt

Washington, June 7. — Unit train rates now in effect on the movement of wheat from Duluth, Minneapolis, Minnesota Transfer and St. Paul and Superior, Wis., to Buffalo have been affirmed by Division 2 of the Interstate Commerce Commission. An I.C.C. examiner earlier had found the rates just, reasonable and not otherwise unlawful.

The rate mainly involved is 33½¢ per cwt on wheat from the Minnesota points and Superior to Buffalo, subject to a 4,950-ton minimum shipment tendered on one bill of lading in a single day from one consignee at one location at origin to one consignor at one location at destination and further subject to a 110,000-lb-per-car minimum, with certain exceptions.

STANDARD MILLING BUYS WHEATENA ASSETS

Acquisition of Breakfast Cereal Manufacturer, Including Flour Mill at Highspire, Pa., Announced by R. H. Uhlmann—Daily Capacity 12,000

Kansas City, Nov. 2.—Standard Milling Co. has acquired the assets of The Wheatena Corporation of Rahway, N. J., it was announced today by R. Hugh Uhlmann, president of Standard, and George B. Wendell, president of Wheatena. Details of the purchase were not disclosed. Wheatena has been a family-owned business.

Wheatena manufactures the well-known Wheatena breakfast cereal, which has been marketed since 1879.

At the Rahway headquarters, the company processes and packages the product for distribution throughout the United States, with sales centered mainly on the East and West coasts. In addition, the company owns a flour mill at Highspire, Pa., with a daily capacity near 2,000 cwt and 300,000 bus of storage. Principal product of the mill is the basic ingredient for Wheatena, as well as bakery flour.

pons worth more than they paid. The additional amount is designed to enable them to buy more and better foods. The coupons are spent like cash at retail stores authorized to accept them by the Consumer and Marketing Service of the Department of Agriculture. Flour and corn meal purchased by the A.S.C.S. in its regular monthly relief programs are among the food items which are being bought with the food stamps.

CHINA UP TO \$900,000,000

Wheat Agreement With China by Canada Ranges From \$200,000,000 Over Three Years, Five Years \$900,000,000

Winnipeg, Nov. 1.—Announcement was made by Mitchell Sharp, Canadian minister of trade and commerce, and the Canadian Wheat Board Thursday of the conclusion of a long-term agreement with the China National Cereals, Oils and Foodstuffs Import and Export Corp., that may involve sales of as much as 466,000,000 bus of wheat over a five-year period, with a valuation of \$900,000,000. "I am delighted about this massive wheat agreement and would like to extend my heartiest congratulations to the Canadian Wheat Board," Mr. Sharp said.

The Wheat Board said that the new agreement, similar to the existing agreement that expires Aug. 1, 1966, includes the Chinese declaration of intention to purchase 3,000,000 to 5,000,000 long tons, or 112,000,000 to 186,700,000 bus of wheat over a three-year period, starting Aug. 1, 1966, and extending to July 31, 1969. The specific quantities, prices and shipping periods are to be negotiated periodically under the agreement.

FOOD STAMP IN 29 STATES

Expansion in June to Five New Areas in Five States Brings Current Participation to 110 Areas in 29 States

Washington, June 7. — Food stamp programs are being inaugurated this week in five areas in five states, bringing the total program to 110 areas in 29 states, Secretary of Agriculture Freeman announced.

New programs started in June are in the Waterbury district of Connecticut, Houghton county, Mich., Lancaster county, Neb., Dillon county, S.C., and Weber county, Utah. All except Michigan are states which have now had food programs in the past.

Under the food stamp program, low-income families certified in need of food assistance by state welfare agencies exchange the amount of money they normally spend on food for cou-

Wheat Bill Passes 211-203 Amidst Great Rancor

WASHINGTON, April 13.—In a demonstration of what was aptly termed "raw and bloody politics," the House after midnight Thursday morning adopted by a vote of 211 to 203 a rule that in effect represented final Congressional ap-

proval of the wheat-cotton bill. The measure, H. R. 6196, previously passed in the Senate on March 6 by a vote of 53 to 35, immediately went to the White House and was signed into law Saturday morning by President Lyndon B. Johnson.

Under a rule approved by the House Rules Committee, debate in the House prior to final passage was limited to only one hour—a step that opposing Republicans challenged as denying to the 435 members of the House the opportunity "to discuss, debate or offer

to amend one of the most important pieces of legislation to come before this Congress; to wit, a complete new farm bill for law dealing with the planning, acreage control, sale and price of wheat."

CARGILL INC



URGE LARGER FOOD CROPS; U.S. HESITATES

Committee on the World Food Crisis, Formed in Washington, Seeks Return to Production of 55,000,000 Acres Now Withdrawn—Plan National Campaign for Change—Under Secretary of Agriculture Schnittker Sees No Need for Present Policy Reversal

WASHINGTON, Dec. 13.—Foundations were laid in Washington Thursday for a national campaign to bring about a reversal in the present American government policy of food crop controls that would release to production 55,000,000 acres now withdrawn through federal payments and also halt further land retirement from food raising. The week also witnessed an assertion by Under Secretary of Agriculture John A. Schnittker that the Agriculture Department is well aware of the interna-

tional food situation but sees no reason for relaxing the acreage limitations now in effect. The demand for acreage freeing for food was launched at a meeting at the Washington Hilton hotel which brought about the formation of the Committee on the World Food Crisis.

INDIA SEEKS PLATE WHEAT

Negotiations Under Way With Argentina on Possible Barter for Wheat and Rice

—Caution on Limited Amount for Sale

New York, Dec. 13.—Discussions are under way between the governments of India and Argentina involving a barter transaction whereby Argentina would supply wheat and rice to India. Argentine Minister of Agriculture Kugler recently was in New Delhi to review possible terms of the transaction.

Mr. Kugler stressed that Argentina is not in a position to satisfy any large demand for wheat owing to reduced 1965-66 production and large prior commitments.

SMALLEST WHEAT CARRYOVER IN 14 YEARS

Aggregate in All Storage Positions July 1, 1966, Down a Third From Year Ago to 536,021,000 Bus and Smallest Since 1952
—About 10% Below Minimum Reserve Goal, With Five Successive Annual Reductions—Almost All of Cut in Off-Farm Positions—Free Holdings Outside of C.C.C. Control Rise—Feed Grain Aggregate Is Reduced by 8%

WASHINGTON, July 25.—Carryover of old crop wheat in the United States remaining at the end of the 1965-66 crop season was down a third from a year ago to the smallest

total in 14 years, according to the quarterly stocks report issued this afternoon by the Department of Agriculture.

This year's carryover is placed at 536,021,000 bus, contrasted

with 817,569,000 a year ago and the 1960-64 average for the date of 1,228,538,000. At the indicated level, the stock of wheat in all positions on July 1, 1966, was the smallest for the date since 1952,

when holdings were only 255,978,000. The modern low in the carryover of wheat in the United States occurred in 1947, when the total was only 83,837,000.

The wheat carryover reached the all-time high in 1961 with an aggregate of 1,411,178,000 bus. From that peak, the stocks have recorded five successive annual decreases, with a total cut between 1961 and 1966 of 875,156,000, or 62%.

Some hard facts as to why MYVATEX® Mighty Soft® softener sells

Fact 1: Myvatex Mighty Soft is a high-potency, specially

processed monoglyceride. Its low usage level cuts down on warehouse space, freight and handling.

Fact 2: Myvatex Mighty Soft is a dry powder. As such, it is unaffected by freezing temperatures, nor does it stick to the insides of the package.

Fact 3: Myvatex Mighty Soft is self-hydrating, so it can be

added directly to the dough, sponge or brew.

Fact 4: Myvatex Mighty Soft is free-flowing at all temperatures, which simplifies scaling and sanitation.

Fact 5: Myvatex Mighty Soft keeps your bread and rolls soft long after they've been shipped. The result is maximum shelf life for maximum sales.

Fact 6: Myvatex Mighty Soft is made by Eastman, a major manufacturer of monoglycerides. Myvatex Mighty Soft is

backed by technical service and warehoused in Los Angeles, San Francisco, Portland (Oregon), Chicago, Dallas, Atlanta, and Charlotte (North Carolina).



For more information about our incredibly popular MYVATEX Mighty Soft softener, please call Jim Whitesides at (615) 247-0411 or write to him at Eastman Chemical Products, Inc., a subsidiary of Eastman Kodak Company, Kingsport, Tennessee 37602.

Eastman MYVATEX® Softness Sells

Myvatex and Mighty Soft are Eastman trademarks for its monoesters.



MORE FLOUR FOR VIETNAM

Title I Agreement Amendment Provides \$1,600,000 to Finance 441,000 Cwts of Flour From U.S., Shipment by June 30

Washington, Jan. 24.—A Title I, P.L. 480 agreement with Vietnam has been amended by the Department of Agriculture to finance the purchase of an additional 441,000 cwts of flour, the Department of Agriculture announced. The dollar amount is \$1,600,000.

The flour is for shipment by June 30, 1966, with sales to be made by private U. S. traders against purchase authorizations to be announced later.

Of the proceeds in Vietnamese piastres, 90% will be used for common defense purposes and 10% will be set aside for U. S. uses.

This is the sixth amendment to the Title I agreement negotiated last May. It brings the total value of commodities programmed to \$40,340,000. In addition to flour, commodities supplied include dairy products, rice and tobacco.

ANOTHER 650,000 TONS TO YUGOSLAVIA

The Department on Friday also announced amendment of a Title IV, P.L. 480 agreement with Yugoslavia to finance the purchase of an additional 650,000 metric tons, or 23,900,000 bus, of wheat, for delivery by June 30, 1966. Dollar value is placed at \$40,508,000, including \$2,561,000 for certain ocean transportation costs.

Food Rise Behind Population Gain

WASHINGTON, Jan. 3. — For the third successive year, world agricultural production in 1965 showed a smaller gain than population growth, according to the annual report on "The World Agricultural Situation," issued today by the Foreign Agricultural Service of the Department of Agriculture.

The report estimates that world agricultural production in 1965 was up 1½% from 1964, compared with a population gain of roughly 2%, "thus extending for the third straight year the relative deficit in world agricultural output."

The report points to sharp production gains in 1965 in the Western Hemisphere and record farm output in Western Europe. This was offset by a decline in Eastern Europe, especially in the Soviet Union. "Also, a slight rise in the Far East masked a deteriorating food situation in India," it is stated.

Also noted is a wide variation in production of major agricultural commodities. Leading the increases over 1964 were soybeans, coffee and olive oil, while cotton output set a new record high. Rice output, including the Communist China crop, nearly was the same as in the previous year, but wheat output "was down slightly."

GENERAL MILLS CLOSING NINE OF 17 MILLS

Momentous Action Announced June 3 Calls for Shutdown of Flour Plants With Aggregate Daily Capacity of 66,800 Cwts, Leaving Balance of 58,300 Operating—Attributed to Unsatisfactory Profit Margins That Make It "Economically Unfeasible to Continue to Operate Some Units"—Primary Cut in Specification Bakery Flour, Emphasis on Branded

MINNEAPOLIS, June 7.—In an action that ranks among the most momentous in the history of American flour milling, General Mills, Inc., on Thursday, June 3, announced plans to close nine of its 17 flour mills in the United States. The decision, which the company said followed exhaustive studies of "changing conditions in the flour industry," was announced by General E. W. Rawlings, president of the company, after action

by the board of directors.

"The decision to discontinue production at these mills was based on an analysis of many factors," General Rawlings said. "Over-capacity in the milling industry plus material, transportation and manufacturing costs at certain locations have brought about such unsatisfactory profit margins that it is economically unfeasible to continue to operate some of our milling units. The situation has existed for sev-

eral years and we see nothing in the future which would change the picture."

The nine plants being closed by General Mills have a daily wheat flour milling capacity of 60,200 cwts. In addition, the closing at Minneapolis involves the shutdown of units with daily capacity of 4,200 cwts of semolina and durum products and 2,400 cwts of rye flour—the only units of the company exclusively devoted to these two products.

KEEBLER A 'NEW' COMPANY

President Hekman of Former United Biscuit Co. Describes New Name as Part of National Marketing Emphasis

Chicago, May 23.—"The newness of our company is exemplified in that we have determined as a company policy that we will be a national marketer of convenience foods, without regard to historic patterns," Edward J. Hekman, president, told the annual meet-

ACCELERATION IN U.S. WHEAT AID TO INDIA

President Johnson Directs 1,500,000-Ton Title I, P.L. 480 Commitment, and Agriculture Department Issues Purchase Authorizations, With Buying Already Started—Increase in Both Quantity Available and in Rate of Shipping to Meet Serious Food Crisis

WASHINGTON, Dec. 13.—An acceleration in U. S. wheat shipments to India—in an effort to meet that country's food grain crisis—is being undertaken by the administration after several weeks of conferences.

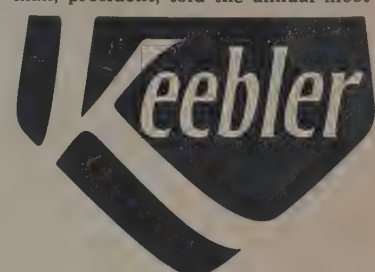
On Thursday morning, the White House press secretary, Bill Moyers, announced that President Johnson had directed that the U. S. Department of Agriculture program 1,500,000 tons of

wheat and other food grains to India under P.L. 480, which he described as a "speed-up" in the previously monthly programming rate of 500,000 tons.

On Friday afternoon, the Department of Agriculture issued a supplemental Title I, P.L. 480 agreement to India covering 1,500,000 tons, or 55,000,000 bus, of wheat and other grains, in line with "the President's announcement that U. S. grain shipments to India will be accelerated."

At the same time, the Department issued purchase authorizations to India for a total of 700,000 metric tons, or 25,721,000 bus, of wheat, and 100,000 tons of grain sorghums, and waived the normal seven-day waiting period to allow India to buy immediately.

Today, Monday, the Indian Supply Mission in Washington began buying the entire quantity of authorized wheat and grain sorghums for December-January shipment from U. S. ports.



New Logotype and Trademark
(White letters on blue shield)

ing of stockholders of United Biscuit Co. of America last Wednesday.

In his address, Mr. Hekman described the firm as a "new" company, and stockholders approved a change in the corporate name to Keebler Company. "Selection of a new name, of course, does not remake the company," he said. "I prefer to think of the name selection in exactly the opposite perspective. The newness of our company makes the time appropriate to select a new name. Keebler Company is a name we can build on, as this new era begins for our operations."

HOPES GROW ON AVERTING FAMINE IN INDIA

Massive Food Assistance, Mainly From United States, Along With Good Start For Monsoon Rains, Leads to Expectations That Severe Food Crisis This Year May Not Occur—Assistance From 34 Countries, With U.S. Alone Providing 8,800,000 Tons Grain

Washington, July 11.—Massive food assistance to India, mainly in the form of U. S. wheat and other grains, has hopefully averted the possibility of a famine in that country in 1966, according to Horace J. Davis, assistant administrator for attaches in the Foreign Agriculture Service. Mr. Davis, who served as U. S. agricultural attache in India for a number of years, stresses that India "still needs good luck in the form of a favorable monsoon" to restore soil moisture and to permit a good fall and winter grain harvest. He observes that initial monsoon indications are "off to a good start."

Mr. Davis' analysis of the current food situation in India, appearing in today's issue of "Foreign Agriculture," an F.A.S. publication, follows:

SIGNS are multiplying that a 1966 food famine in India may be averted. Massive food aid—the bulk of it from the United States — has turned the tide. But India still needs good luck in the form of a favorable

monsoon.

The monsoon got off to a good start in mid-June. This seasonal rain normally accounts for 75 to 80% of India's rainfall. If adequate, it will restore soil moisture, fill depleted reservoirs, and

increase the harvest of fall and winter crops. If poor, it will mean a repetition of the bad situation that prevailed last year—reduced crops, hoarding, and tighter rationing of the limited food supplies available.

A. & P. DEDICATES NATION'S LARGEST BAKERY

New Plant to Serve New York Area, Located in Flushing, Turns Out 3,000,000 Lbs of Products a Week, Using 7,500 Cwts of Flour

New York, May 23.—The nation's and perhaps the world's, largest bakery was dedicated last week by the Great Atlantic & Pacific Tea Co. at 131-43 Avery Avenue in Flushing, Long Island, in the metropolitan New York area. The plant, built at a cost of \$18,000,000, replaces five bakeries formerly supplying A. & P. grocery stores in New York City, Fairfield county, Conn., and several counties in New York state and western Massachusetts. As a result of the new facility, the company has closed bakeries in Bronx, Brooklyn, Elmhurst, Maspeth and Albany.

The new plant, of three stories with 379,000 square feet of manufacturing space, adjoins the grounds of New York's former World's Fair. The plant has nine large stainless steel automated baking ovens ranging up to 168 feet in length, mechanized processing and finishing facilities and a fully-automated doughnut department.

this morning at 8:30 in the New Kansas City Board of Trade building at 4800 Main St., marking an important milestone for the 110-year-old exchange. The new "floor," the fifth for the Kansas City Board of Trade, is the first in its own quarters and the first outside of the downtown area.

The new building, erected at a cost in excess of \$4,000,000, is fully occupied. Virtually all companies have moved into their new quarters, with last-minute transfers completed over the weekend.

ARMOUR BUILDING HOUSES FIRST FLOOR

The first exchange hall was located at 5th and Delaware on the second floor of the Armour Bldg. The exchange moved there in 1876, after initially occupying space in the West Bottoms near the old Union Station. Grain was auctioned two or three times a day, on the first exchange floor, the start of a "grain call." Trading in futures subsequently developed.

The Board of Trade moved into the new building at 8th & Wyandotte, now the Manufacturers Exchange, in 1888, and in 1925 moved to the building at 10th & Wyandotte. Trading was in temporary quarters at 221 West 10th St. from late December, 1964, up to the past weekend.

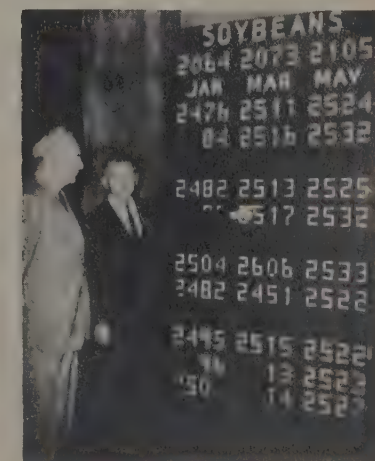
TRADING IN NEW BUILDING

Large Crowd Witnesses Start of Normal Business in New Kansas City Board of Trade Building—Exchange Milestone
Kansas City, May 2.—Trading started

TO USE ELECTRONIC SYSTEM

Chicago Board of Trade Provides for Automation in Posting of Price Quotations, Speed-Up in Price Dissemination

Chicago, Jan. 24. — Full electronic automation of posting of quotations on the Chicago Board of Trade, replacing the manually-marked chalkboards in use for 117 years, will be undertaken



Warren W. Lebeck, on right, explains electronic board to retiring chairman Bernard P. Carey

en in a modernization program this year, according to Warren W. Lebeck, executive vice-president.

Mr. Lebeck said that approval has been given for the installation of a computer-driven wall display with 15 panels at each end of the exchange floor, automatic dissemination on the ticker system and a television monitor system that will be available to brokerage offices near the exchange as well as in the traders' smoking room.

Sale to American Tobacco Voted by Sunshine Holders

NEW YORK, June 6.—At a special meeting in New York last Tuesday, stockholders of Sunshine Biscuits, Inc. approved the sale of the company to American Tobacco Co.

Under details of the merger, each Sunshine share will be exchanged for 1.4 shares of American Tobacco common stock. The American Tobacco shares to be issued are valued at about \$113,480,000.

CONGRESS ENDORSES INDIA AID; FOR FLOUR

House and Senate Quickly Adopt Joint Resolution Approving President's Program to Ship Additional 3,500,000 Tons of Food Grains—Strong Plea in House for Flexibility by Including Share as Flour—Concern on Reduction in the Carryover of Wheat

WASHINGTON, April 11.—The House last Monday and the Senate on Wednesday unanimously adopted a resolution endorsing President Johnson's program of food grain assistance to India, but not without first voicing concern on two points—that serious consideration should be given to moving part of the relief in the form of flour or other products milled in the United States and the maintenance of an adequate wheat reserve.

No official action was taken on either point, but the debates that preceded passage inferred that it was the sense of Congress that both should be kept

in mind by the White House and the Department of Agriculture in programming the 3,500,000 tons of food grains that the President has committed for delivery to India by Dec. 31, 1966, in addition to the 6,500,000 tons allotted since last July 1.

Principal attention to the advisability of including flour in the assistance to India was given in the House, where Representative Harold D. Cooley of North Carolina, chairman of the House Committee on Agriculture, expressed the hope that Secretary of Agriculture Freeman will give attention to including flour in the shipments.

PILLSBURY PLANS TO ACQUIRE BURGER KING

Agreement in Principle Reached to Purchase Restaurant Chain With 225 Outlets in Exchange for 350,000 Shares Common, 60,000 Preferred

Minneapolis, Jan. 23.—The Pillsbury Co. would acquire all the capital stock of Burger King Corporation under an agreement reached in principle, it was announced by the two companies last week.

Burger King, with headquarters in Miami, Fla., is a restaurant chain spe-

cializing in highly-mechanized, fast service operations with indoor dining facilities. It has more than 225 outlets, a majority of which are franchised, located in 25 states from Colorado to the Atlantic coast, and in Puerto Rico and the Bahamas.

AN ADDITION BY STANDARD

President R. H. Uhlmann of Standard Announces Acquisition of Maltex Division, Cereal Maker, From Heublein

Kansas City, May 22. — Standard Milling Co. has acquired the Maltex Division of Heublein, Inc., Hartford, Conn., it was announced by R. Hugh Uhlmann, president. The Maltex division manufactures Maltex wheat cereal and a variety of flavored oat cereals under the Maypo trade name.

The acquisition includes a plant at Burlington, Vt., which manufactures the full range of cereal products. Distribution is throughout the U.S.

"The addition of this fine line of hot cereals will complement and add to our expansion in the consumer product market," Mr. Uhlmann said. Other consumer products manufactured by Standard are Wheatena cereal, Cere-sota and Heckers' flour and Patio Chef charcoal.

Ralph A. Hart, chairman of Heublein, made the following comment on the transaction:

"While sales of Maltex-Maypo products have shown steady growth over the past 14 years, we are presently pursuing a new line of opportunity.

ADOPTION OF NEW SYMBOL

International Milling Co. Announces "IM" Design to Establish Separate and Distinct Corporate Identity

Minneapolis, June 12.—A new corporate symbol, a bold, modern-looking "IM," for International Milling Co. was unveiled today by company executives.

"Establishing a separate and distinct identity for the corporation, in addi-



INTERNATIONAL MILLING

Symbol for International

tion to the wide identification enjoyed by our various products, has assumed greater importance since we became a public corporation a little over three years ago," explained Atherton Bean, chairman of the board. The company's common stock has been trading on the national over-the-counter market since January, 1964.

GRAINS ARRANGEMENT IN GENEVA ACCORD

Final Agreement in Kennedy Round of GATT Includes International Grains Arrangement With Minimum Base Price of \$1.73 a Bu For No. 2 Hard Winter, F.o.b. Gulf, and World Food Aid of 4,500,000 Tons—Eliminate Any Provision For Common Market Grain Access—General Tariff Cuts of 33 to 35 % on 6,300 Items—Canadian Wheat Board Up

GENEVA, Switzerland, May 15.—After prolonged negotiations and threats of complete abandonment of any accords, the conferees under the Kennedy Round of the General Agreement on Tariffs and Trade reached agreement late tonight on tariff reductions and an International

Grains Arrangement. The tariff accords, it is indicated, involve reductions ranging from 33 to 35%, as compared with the maximum decrease of 50% proposed by the United States under the Trade Expansion Act of 1962.

The new International Grains Arrangement establishes a new basing

price for wheat moving in world markets and also, for the first time in history, sets up a world food aid program involving an aggregate of 4,500,000 metric tons, or about 165,200,000 bus, on a wheat basis. No provision is made for guaranteed access to grain importing countries.

The negotiators walked out of the conferences for a time during the last 24 hours, but, with clocks stopped to permit debating beyond the deadline of midnight Sunday, partial success crowned the efforts to further world trade that have been under way for nearly five years.

BLANK IN EXPORTING WITH NEW WAR START

First Day of Inception of Arab-Israeli Hostilities Marked by Practically Complete Cessation of Workings of Wheat and Flour For Export—A.S.C.S. Cancels Proposed Buying, Ocean Shipping Uncertainties a Factor—C.C.C. Withdraws West Coast Export Wheat Offers—Reassessment of Food Aid—Middle East Warring Nations Important Buyers

THE immediate reaction in export business in wheat and flour to the outbreak of war in the Middle East was a curtailment of new sales. Actual workings abroad on the first day of the conflict of both wheat and flour were practically a blank. The deterring initial effect was most apparent in the decision of the A.S.C.S. not to make awards on flour and corn meal for export relief that had been scheduled for Monday afternoon, on offers submitted by mills last Wednesday.

While a number of mills had recommended to the A.S.C.S. that it cancel its proposed buying because of the sharp advances that had occurred in wheat due to the conflict, officials of the Department of Agriculture agency hinted

that the principal reason for the cancellation was concern over ocean shipping problems in the Middle East area, particularly through the vital Suez Canal.

No word has been received as to when the A.S.C.S. may again seek flour offers, but such a request is not anticipated until a fuller assessment is made of the impact of the Arab-Israel war.

Broadcasts from the Middle East this morning announced the decision of the Nasser government to close the Suez Canal.

SUEZ CANAL SERIOUS PROBLEM

In Kansas, Monday, to make several appearances, Dr. John A. Schnittker, Under Secretary of Agriculture, voiced concern on the same score. He pointed out that

most of the movement of wheat and milo from Gulf ports to India is via Suez Canal, and that closing of this waterway would create serious problems in meeting India's food needs. Dr. Schnittker made no reference to a possible

curtailment of the P.L. 480 food shipments to India as a result of that country's stand in the United Nations on the side of the Arab states and Soviet Russia against the position of Israel and the United States.

GENERAL BAKING NAME TO "GENERAL HOST"

Plan for New Name to Be Considered by Stockholders at Annual Meeting to Reflect Diversification Into Tourism and Food Service

New York, March 27.—A change in the name of General Baking Co. to General Host Corporation is proposed in the proxy statement for the annual meeting of the company to be held April 30 at the Everglades National Park in Florida.

"Since May, 1965, when your board of directors installed a new management group to direct the affairs of the company, a concerted effort has been

made to diversify and expand the company's operations into tourism and food service activities," the proxy statement says. "The results of these efforts are reflected in part by the acquisitions of Yellowstone Park Co., Everglades Park Co., Inc., a 27% interest in Uncle John's Restaurants, Inc., and the assets of the Frontier West project.

Breadstuffs in Key Conference Recommendations

Proposals of Advisory Panels Are Laid Before White House Conference on Food, Nutrition and Health Opening Today in Washington—Focus on Further Iron Enrichment, Nationwide Cereal Enrichment Laws, Labeling Changes, Research for Blend A Implementation—Wide-Ranging Implications Include Reconsideration of Processing Tax

WASHINGTON, Dec. 2. — A series of recommendations bearing importantly on the nutritive role of cereal-based food products will be among those brought before the full White House Conference on Food, Nutrition and Health opening today, Dec. 2, at the Sheraton-Park hotel. The recommendations were drafted by several of the 26 pre-conference advisory panels—beginning in August—in anticipation of the conference. The preliminary recommendations on cereal products are wide-ranging, often of major implication and sometimes redundant or

contradictory. This last is due to the fact that each panel had a different subject area under consideration.

The recommendations include: Further iron enrichment, dependence on traditional food forms, a nationwide universal cereal enrichment law, labeling changes, developmental research for Blend A flour, liberalization of U.S.D.A. regulations bearing on use of cereal and other "extenders" of meats, enrichment of snack foods and utilization by food companies of their special merchandising skills to stimulate consumption of healthful foods.

INTERNATIONAL MILLING TO CHANGE NAME

Stockholders to Vote on Proposal to Adopt International Multifoods Corp.—President Phillips Points to Non-Flour Sales Goal of Two-Thirds

Minneapolis, Dec. 22.—The name of International Milling Co. will be changed to International Multifoods Corp. if stockholders approve the proposal at a special meeting Jan. 16. The company was founded at New Prague, Minn. in 1892 as the New Prague Flouring Mill and was reincorporated in 1910 as International Milling Co.

William G. Phillips, who joined International as its first "outside" president 14 months ago, explained the reasons for the change. "When a company gets to the point where it produces some 200 different food products ranging from pickles and relishes to eggs and frozen turkeys, it's misleading to continue to call it a milling company," he said.

"Multifoods" was selected because it accurately describes the wide-ranging product mix of International, Mr. Phillips said. In addition to milling flour, the company produces such products as bakery mixes, broilers, chicks,



INTERNATIONAL MULTIFOODS

eggs, Supersweet animal feeds, wild bird feeds, jams, jellies, Robin Hood consumer baking mixes, olives, pickles, popcorn, wheat germ, animal health products, a frozen turkey entree and others.

Editorial Tribute to David N. Sosland, Late Publisher of The Southwestern Miller, in Kansas City Star

The following editorial tribute to David N. Sosland appeared in the Kansas City Star of July 16:

WITHIN the Sosland family, a closely-knit group of highly successful businessmen, David Nathan Sosland was considered the leader. Yet he was less known to the public than other members of the family. He chose to be in the background as an adviser and director.

It is difficult to consider the Soslands except as a family. The late Henry Sosland brought his wife and three small sons to the United States from Russia. Here they moved into a home with a dirt floor in what was the West Bottoms. David, four other sons and a daughter were born here. As children, they were told by their father if they would stick together, they would be successful. When the sons started to work, every Saturday the father collected the pay and then allotted each son just enough for necessities. The remainder went into a family account.

One son went to college; all the others completed high school. David, a Manual high graduate, worked as a copy boy for the old Kansas City Journal and the Drovers Telegram. Then he got a job with a milling publication in St. Louis. This training led to the establishment of The Southwestern Miller, of which David Sosland was editor-manager at his death Sunday night. All others of the staff listed in the magazine's masthead are members of the family living in Kansas City. Two of David's brothers are merchants in Texas.

David Sosland was a shrewd investor who functioned as the business manager for the family. Yet, with one or two exceptions, he declined to serve on the boards of any of the companies in which the family had investments. Likewise, while a Sosland might appear as chairman of the board of regents at Rockhurst College, the board of the Kansas City Art Institute, or on the board of the Philharmonic or the Performing Arts Foundation, it never was David. Yet in every case such participation by a member of the family was with the concurrence of David and it usually also meant his approval of financial contributions. Such family gifts were made individually and through the Sosland Foundation, of which David was the head.

The Soslands' philanthropic contributions have amounted to literally hundreds of thousands of dollars, most often bestowed on hospitals or Jewish organizations or in the field of the arts. In all these activities, David Sosland was the quiet, solid leader, a sensitive man of spiritual strength who employed his intelligence and energy in behalf of his family's enterprises and of a better life for others.

Concerted Industry Action on "Day of Bread"

Governors of as Many as 35 States Expected to Proclaim Tuesday, Oct. 28, as "Day of Bread" in Observance of Breadstuffs Industry's International Event—Wide-Ranging Participation by Baker, Miller and Wheat Producer Groups Provide Unified Effort—National Culmination Planned for American Bakers Association Convention Luncheon

CHICAGO, Oct. 20.—A singular unity of effort by the nation's bakers, millers and wheat producers is resulting in an outpouring of attention devoted to the breadstuffs industry's "Day of Bread" celebration. Indications are that the governors of at least 35 states will officially proclaim Tuesday of next week as the "Day of Bread" with attendant observances and publicity.

In addition, a joint Congressional resolution establishing the Day and the week in which it falls as a period of Harvest Festival has passed the House and the Senate, and now awaits President Nixon's signature. Some 22 members of the Senate were co-sponsors of the resolution.

The principal national "Day of Bread" observance will come on Tuesday at a luncheon during the annual convention of the American Bakers Association in Washington, D.C.

The "Day of Bread" is sponsored by a national committee representing the American Bakers Association, Associated Retail Bakers of America, Millers'

National Federation, National Association of Wheat Growers and the Wheat and Wheat Foods Foundation. Committee headquarters have been

established at Room 1010, 14 East Jackson Blvd., Chicago.

CONTINENTAL BAKING TO MERGE INTO ITT

Memorandum of Understanding Provides For Joining of Nation's Largest Bread Baker and Major Conglomerate—Exchange of Common and Preferred With Value at \$66 Per Share For Continental or Total of \$281,000,000—Completion Not Before Fall

NEW YORK, May 20.—Continental Baking Co. the nation's largest bread baker and a major cake and frozen foods producer, has agreed on terms calling for its merger into International Telephone & Telegraph Corp., subject to approval by directors of both companies and their stockholders.

The terms call for ITT to issue common and preferred stock valued at more than \$66 for each of Continental Baking's 4,298,000 outstanding common shares. Continental Baking stock closed Friday at \$46³/₄ a share on the New York Stock Exchange. At the

close today, Continental Baking common stock traded at \$53⁵/₈. A value of \$281,000,000 has been placed on the transaction.

Continental Baking would become a subsidiary of ITT. It would continue to be headed by R. Newton Laughlin, chairman, and B. Glenn MacNary, president.

TO LABATT, 96% OF OGILVIE

Ontario-Based Brewer Announces Acquisition of Most Common Stock of Canada Milling Company Through Tender
London, Ont., March 25.—John La-

batt Ltd., with headquarters in London, announced that it has acquired more than 96% of the outstanding common stock of Ogilvie Flour Mills Co. Ltd. under a tender offer that expired March 14.

Labatt, a leading Canadian brewer, acquired each Ogilvie share in exchange for one share of a new convertible \$18 par preferred and \$2.10 in cash. The preferred has an annual dividend rate of \$1 a share, and Labatt declared the initial quarterly dividend on the preferred of 25c a share, payable May 15 to stockholders of record April 26.

MERGE WITH GORTON CORP.

General Mills Completes Joining With Leading Fish, Seafood Company—A Challenge by the F.T.C. Disclosed

Minneapolis, Aug. 19.—Completion of the merger of General Mills, Inc. and Gorton Corp., Gloucester, Mass., was announced Friday by General E. W. Rawlings, chairman of General Mills, and E. Robert Kinney, president of Gorton.

At the same time, it was disclosed

that the Federal Trade Commission has commenced an investigation of the merger and has stated that upon consideration of the facts now available to it, the commission will challenge the merger under the antitrust laws.

IN EXCHANGE FOR COMMON, CASH

Terms of the contract call for an exchange of 544,711 shares of General Mills common stock for 762,596 shares, or 67.6%, of the outstanding common stock of Gorton. General Mills will purchase the 365,099 remaining Gor-

ton shares for \$9,492,574. Approximate value of the transaction is \$30,000,000.

The merger has been approved by the stockholders of Gorton and the directors of both companies.

SALES TOTAL OF \$71,928,000

Gorton is one of the oldest producers and marketers of fish and seafood in the United States with a history extending back more than a century. It markets products primarily under the Gorton's, Red L, 4 Fishermen and Blue Water labels. Frozen fish and

seafood now account for most of its sales, which aggregated \$71,928,000 in the fiscal year ended March 31, 1968. Gorton net earnings for that year were \$1,488,000. Gorton has 2,800 employees and major plants in Gloucester, Mass., Cleveland, Ohio, and Wilmington, Calif. The company also has extensive foreign operations in Canada, Peru, Belgium and Cameroons in Africa.



SEES NIXON COMMITMENT TO FREER TRADE

President of U.S. Chamber Tells Mexico City Meeting That the New Administration Will Hold to Traditional Trade Policies

Mexico City, Dec. 2.—The Nixon administration will be committed to continuing traditional trade policies which both American political parties have pursued since the end of World War II, Winton M. Blount, president of the Chamber of Commerce of the

United States, told a meeting of the Association of American Chambers of Commerce in Latin America meeting in Mexico City. "In short," he said, "the United States remains and will remain committed to the goals it swore allegiance to in 1945."

Mr. Blount, speaking before representatives of five Latin American chambers who were in attendance, identified the U.S. goals as follows: An expanding world economy with increasing trade among all free world nations; reduction of obstacles to free movement of goods and services, such as tariffs and quotas, nontariff barriers, etc.; and dedication to the development of developing nations.

WILL LISTEN TO BOTH SIDES

Referring to the Republican party

platform pledge to work toward freer trade among all nations, Mr. Blount said, the new administration, however, "will not be adamantly adverse" to listening to interests who consider freer trade a threat.

"Parenthetically, it is certainly safe to say that even if the Republican platform did not give ear to the complaints of special problem industries in the American economy, this new administration would be forced to deal with the protectionist forces which have, for the moment at least, abated.

Why are food costs lower in the U.S. than anywhere else?

The security we enjoy can be everyone's.

Food costs in the U.S. are remarkably low in comparison to wages. And they have been for a long time.

The average U.S. household spends just 13.6% of its income on food. That's less than in *any other nation on earth.*

That's something we need to remember as we look for solutions to today's food problems. Historically, the answers have almost always been found in better technology.

U.S. technology. The proof is on the supermarket shelf. And at the cash register.

We all admire many products and inventions from other nations, but it remains a fact that in *food production and processing* U.S. know-how has *no equal.*

EMI helps share that knowledge.

The extraction and processing of fats and oils is more crucial now than ever before.

This is one area in which U.S. technology is superior, led by an innovative company: EMI. For more than a quarter century, EMI engineers have worked to apply this technology to solve problems in the U.S. and around the world.

High energy costs are a major concern.

Today the world is rightfully concerned about energy shortages. The concern is acute right here in the USA.

In the agricultural and food industries, EMI has developed answers for the energy problems we are facing today.

Throughout EMI systems you find the answers. Sometimes in small, pain-taking improvements, sometimes in big, dramatic innovations.

You find answers in our easy to operate, low maintenance rotary extractor. In our protein flake production system. In our unique continuous distillation tray deodorizing and physical refining systems. In our 85% efficient heat recovery system.

Innovations like these bring about efficiency in processing. In savings of steam and other energy requirements. They increase production per man-hour. They provide better utilization of feedstock with less waste. They reduce long-term operating costs. They mean profitable operation, and consistently high quality output.

We started working on today's problems 25 years ago.

We prepared for the energy shortage, and other problems long before many of the newcomers in our

field. The answers we offer you today were not rushed from our drawing boards overnight.

So unlike many companies, EMI can talk about long-term, sustained benefits. Ask our many customers around the globe about the benefits of EMI systems.

We design systems instead of just selling equipment.

EMI is a specialist in the design, construction, and commissioning of fats and oils systems. We don't adjust your requirements to fit our equipment. We design equipment to fit your needs.

Our recommendations are based on an objective and thorough analysis of each customer's needs and circumstances. Our time, energy and talents are devoted entirely to creating the best possible systems.

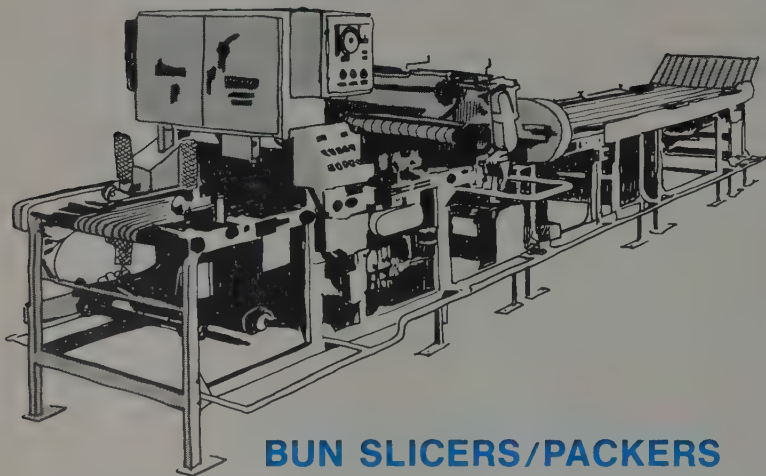
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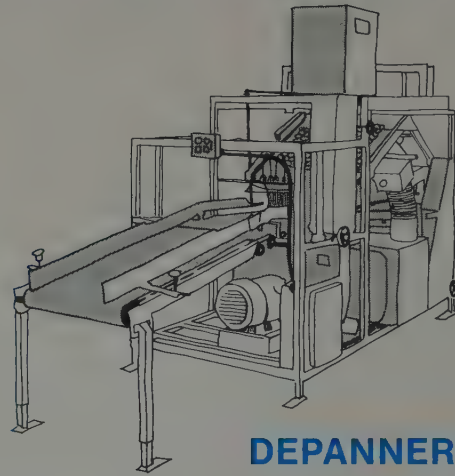
SANDVIK

The Single Source of quality equipment



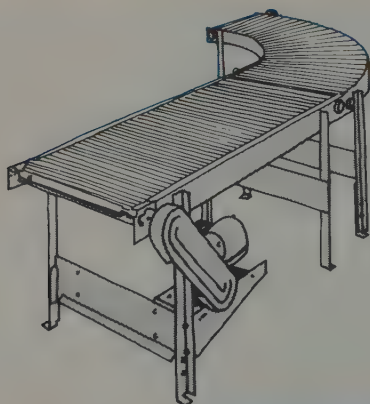
BUN SLICERS/PACKERS

Ultimate versatility in slicing hamburger buns, wiener rolls and others. Up to 21 different package arrangements. Up to 972 hamburger rolls per minute in packages of 36. Automatic, semi-automatic and manual models. Tightest possible package—trouble-free operation and minimum maintenance.



DEPANNERS

Gentle handling of bread and buns assured by large radius vacuum chamber. Exclusive and patented adjustable vacuum chamber allows instant control. One piece 4-ply vacuum cup belt eliminates dirt traps. Easy-clean dust and seed collector assures sanitary operation.



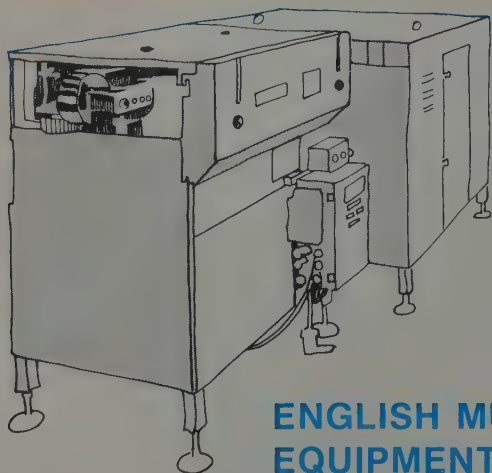
CONVEYORS

Pan Conveyors, product conveyors, slicer feed systems. Simple, efficient sanitary conveyor design offers wide variety of belts and configurations to maximize productivity and flexibility of baking system.



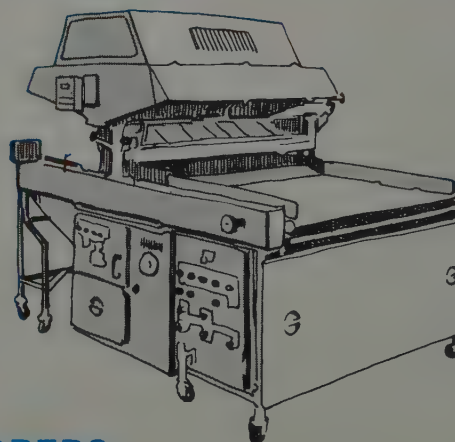
COOKIE OVENS

"Fuelsaver" high output, high efficiency convection ovens. For cookie, biscuit, cracker, cereal, pizza, cake, meat and fruit pie production. Supplied in modular form for quick installation.



ENGLISH MUFFIN EQUIPMENT

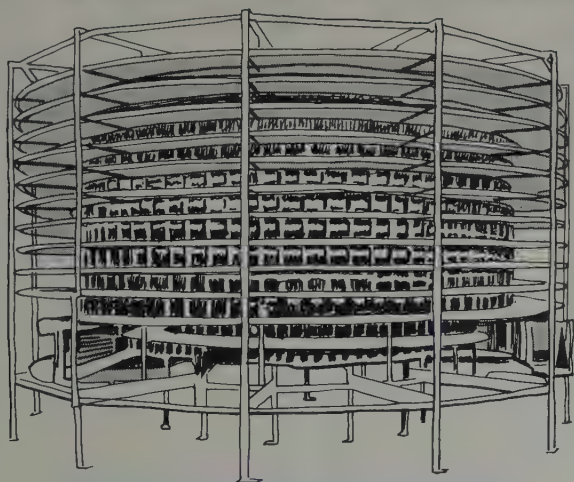
For perfect pre-scoring, slicing and tine-splitting. Automatic, continuous equipment handles up to 300 muffins per minute without product distortion or damage. Handles muffins of various heights and diameters. Easily changed for tined or untined muffins.



ENROBERS

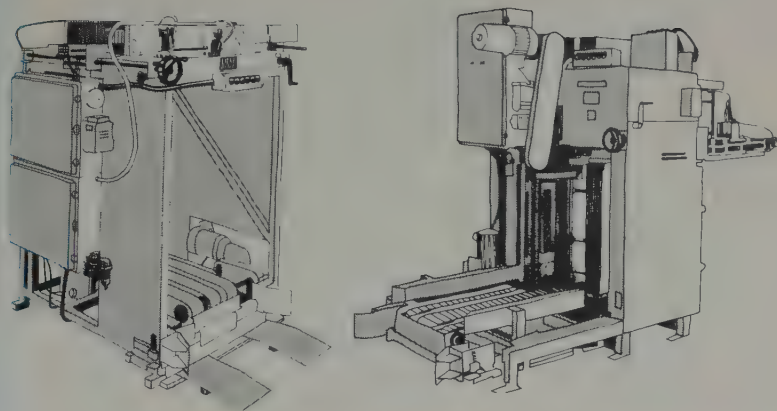
Models for cake, biscuit and confectionery applications. Up to 54" wide stainless steel wire belt conveyor. All stainless steel construction. Fully mobile for interchangeability and color or blend change.

...for the entire baking industry.



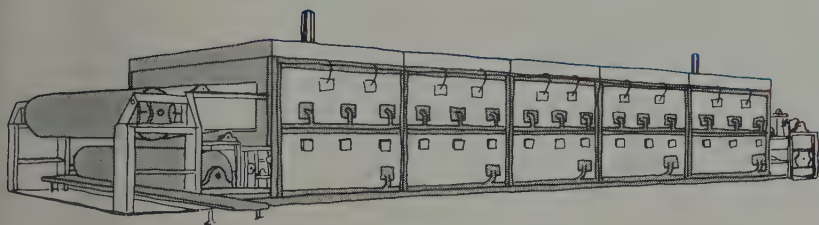
HELI-MATIC COOLERS

4 tiers up to 28 tiers; in 18", 24", 30" or 36" belt widths. Double spiral design. Continuous self-aligning belt. Built-in belt washer (optional). Open construction permits easy cleaning. Vibration-free design eliminates noise and protects product.



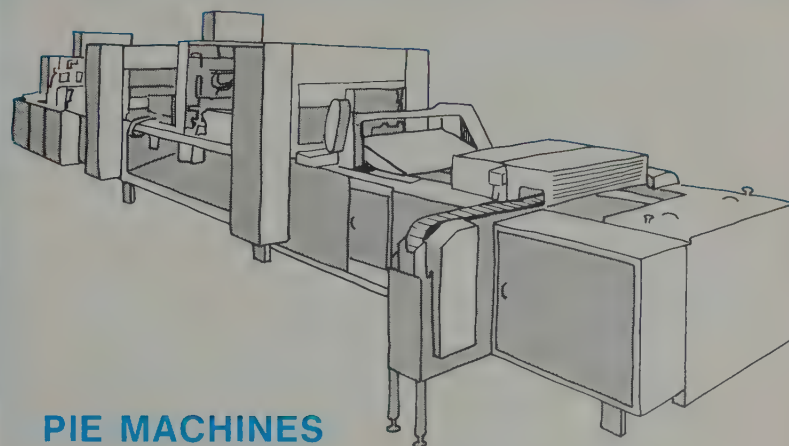
PAN STACKERS/UNSTACKERS

Feeds pans accurately, eliminates jams and misses. Handles pans from 14"x 32" up to 32" square. Hard-to-handle wiener roll pans, cup cake pans. Quick change over. Speeds of up to 40 pans per minute.



PRETZEL OVENS

Wire mesh baking hearth. Multiple baking zones. Separate top and bottom heat control in each zone. Ribbon burners have constant, automatic ignition. For hard pretzels, a single pass dryer is beneath the baking chamber.



PIE MACHINES

Automatic in-line make-up produces up to 40,000 pies and tarts per hour. Unique no dust, no scrap bottom and lid forming. Balanced fillers for accurate depositing.

Widest variety of unit equipment and systems for bakers of bread and rolls . . . sweet goods . . . snack foods and other specialties. Information furnished upon request.

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Bay State's WINGOLD® brand and other rye flours can serve all your rye baking needs. From short patent white to extra dark, rye meal to specialty ryes. No other miller has more.

We start with the choicest grains. Then check and recheck every step of the milling process. The ending bake test Bay State gives each batch is your assurance of the finest, most uniform results, bake-to-bake.

If you're choosy about freshness, too, we ship our flours the day they're made. Call one of the Bay State mills below.

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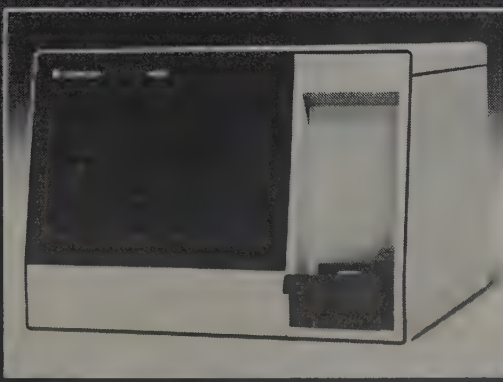
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TASTE



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35 YEARS OF IMAGINATION IN FLAVORS

THE NINETEEN SEVENTIES

The Southwestern Miller, which had changed its cover design beginning in March 1969, began using a new type face (designed by Mergenthaler Linotype Co.) in January 1970. In March 1972, the publication celebrated its 50th anniversary with a 64-page issue, and six months later it changed its name to *Milling & Baking News*. By the end of July 1973, it was the only trade journal still surviving in the industries it served, *The Northwestern Miller* having rounded out a full century of publication and then promptly folding. The 52nd year of publication ended with an 86-page issue and the 53rd began with a 90-page issue in a smaller format encouraged by new postal regulations and, as an editorial explained, by the changing life styles of its readers, who now read trade papers in environments never anticipated when the Sosland brothers began publishing in 1922. In October 1976, Sosland Publishing joined some London and Paris groups in starting a new journal, *Eurofood*; in March 1977, *Milling & Baking News* inaugurated a newsy new cover format. A new "market commentary" column

began in May 1977, and in November 1978 the old Linotype machines gave way to electronic editing and printing with video display terminals on every editor's desk.

Throughout these internal developments, the publication was at the center of world events that greatly affected grain merchants, millers and bakers. The Soviet purchases of U.S. feed grains in 1971 were followed by massive purchases of U.S. wheat (as well as feed grains and soybeans) in 1972 as President Nixon ended the requirement that half of all U.S. grain going to Communist countries go in vessels of U.S. registry. The grain sales to Moscow, and subsequently to Peking, helped advance the political cause of detente (U.S. involvement in Vietnam ended in 1973). They brought trauma to U.S. food buyers (and to millers and bakers) as wheat and feed grain prices soared, forcing up meat, poultry, egg, dairy product and flour prices, squeezing bakers who could not pass along costs quickly enough in a period of wage- and price-freezes, driving many bakers out of business.

Newspaper readers who had never given any thought to the grain trade and its related industries wanted to know more about the sales that affected everyone's pocketbook. Books, reportorial and fictional, about the 1972 wheat sales brought prominence to the publication and its editor. Morton Sosland was called upon to make more and more speeches as huge export grain sales, and embargoes on these sales, continued to stir controversy. Increased concern about nutrition and a trend away from white bread to variety bread were other highlights of the 1970's. Beginning its seventh decade, *Milling & Baking News* (nee *The Southwestern Miller*) lists as managing editor Samuel Sosland, now 93 and still active, as it did in Volume 1, No. 1. In other ways (a Beijing edition, for example, and a Chinese breadstuffs seminar scheduled for September 1982), the publication bears only a faint resemblance to the one that began on a shoestring in early March 1922.



(Continued from 1960) wheat food processors paid \$3,484 million in processing taxes to the federal government, at a rate of 70c per bu the first year and at 75c thereafter. In the last decade of this 60-year history, wheat prices moved in a range unprecedented for the years preceding it.



Continental, Nabisco Add Enrichment

All Snacks, Cakes, Cookies and Crackers Made With Wheat Flour to Be Enriched Under Programs Just Announced By Two Leading Companies in Baking Business—Continental to Make Ounce of Cake Equivalent Nutritionally to Ounce of Enriched Bread

NEW YORK, Sept. 14. — Announcement was made last week by ITT Continental Baking Co. and National Biscuit Co. that all cake, cookie and snack items made by both companies from wheat flour are being enriched.

The announcement is of special significance in light of the fact that Continental is the largest wholesale bakery company in the United States and Nabisco is the leader in the cracker and cookie business. Both also are major producers of snack items. This

means that the two leading manufacturers of bakery foods in the United States are now enriching all flour-based products. ITT Continental, of course, has enriched all of its bread and rolls in line with federal standards of identity for nearly 30 years.

Prior to the Continental and Nabisco announcements, several other companies in the baking industry had launched similar enrichment programs. One of the most significant of those earlier announcing this move was The Kroger Co., Cincinnati, which

some time ago started producing all of its baked foods from enriched flour.

According to the formal Nabisco announcement, all of its U.S. cracker, cookie and snack products made with wheat flour are being enriched with vitamins B-1, B-2, niacin and iron. The company stated that the enrichment levels, being enforced at all Nabisco cracker and cookie bakeries, comply fully with the federal government's standards of identity for enriched flour.



Seaboard Allied Name for All

KANSAS CITY, Dec. 14.—All flour milling operations of Seaboard Allied Milling Corp. will now be conducted under that name. Former divisional names utilized for many years are being dropped in advertising and other marketing programs.

In announcing the change to the single name, Seaboard officials pointed out that the decision is the culmination of a trend that has been accelerating in recent years. It was noted that the change now being made from a public view point actually had been accomplished internally some time ago. All sales, marketing, production and administrative responsibilities for some time have been conducted through a single organization of Seaboard Allied Milling Corp.

Among the names no longer being used are Rodney Milling Co., Ismert-Hincke Milling Co., Consolidated Flour Mills Co. and George Urban Milling Co. Rodney, founded in 1921, provided the nucleus for the present company. Ismert-Hincke was established in 1905, Consolidated in 1918 and Urban in 1903 after much earlier predecessor businesses.

Headquarters of Seaboard Allied are in Chestnut Hill, Mass., suburb of Boston, and the milling operation headquarters are in Kansas City. The company operates mills in the United States at Kansas City, Topeka, Kas., Chattanooga, Tenn., Buffalo, N.Y., Culpeper, Va., and Jacksonville, Fla., and overseas in Ecuador, Sierra Leone and Guyana.

Corn Blight Alarm—Threat of Crop Catastrophe Examined

Chicago, Aug. 17. — Acute concern prevailed over the outlook for the 1970 corn crop following spread of southern leaf blight into major producing states. An avalanche of statements in the press contributed to the alarm, including one widely quoted comment that the fungus "could destroy 50% or more of the 1970 crop." That statement was attributed to a group of scientists and seed producers meeting at the University of Georgia in Athens. The same group also indicated the disease had reached epidemic stage as far north as Terre Haute, Ind., and Des

Moines and may have spread into Canada. Individual advices confirmed that the blight had reached Minnesota and Wisconsin.

It was claimed that the disease had been detected in at least 60 Illinois counties, while some leaf blight was found in 90% of the southern Illinois cornfields. Officials said the fungus had "devastated" corn production in the Southeast this year, affecting crops in Georgia, Florida, Kentucky Alabama, and North and South Carolina, but the full extent of the damage could not be determined until harvest.

IM BUYS MISTER DONUT

Acquisition of a Company Operating Chain of Franchised Shops in 36 States Completed—Total of \$6,000,000

Minneapolis, April 20.—International Multifoods Corp. has completed acquisition of Mister Donut of America, Inc., a chain of franchised doughnut and coffee shops headquartered in Boston. Consummation was announced today by William G. Phillips, president of IM, and Harry Winokur, president and chairman of Mister Donut.

The merger calls for International to acquire Mister Donut through a newly-formed subsidiary for cash and IM common stock with a total value of about \$6,000,000. Of this, \$1,000,000 is contingent upon earnings performance in the next two years.

Mister Donut operates about 275 units in the United States and Canada and expects to open 50 shops this year. Approximately 95% of the shops are franchised, the remainder owned. The chain has franchises in 36 states, with the greatest concentration in the East. Annual sales of the entire chain approximate \$30,000,000. Gross revenues and net earnings of Mister Donut of America were not revealed.

Mister Donut, founded 14 years ago by Mr. Winokur, serves 144 varieties of fresh, hand-out doughnuts in free-standing structures that include a display case, sales room, sit-down counter and a full-equipped kitchen.

ConAgra Officially Adopted as New Nebraska Mills Name

Omaha, Neb., March 1. — The company founded in 1919 through a consolidation of four Nebraska flour mills gave formal recognition last week to its broadening horizons by adopting the new name of ConAgra, Inc. Stockholders attending a special meeting Thursday morning at the Fontenelle hotel in Omaha gave overwhelming approval to the change from the former Nebraska Consolidated Mills Co. J. Allan Mactier, president, outlined for stockholders the principal reasons for the change, which he revealed had been under study within the company and with special consultants for the past five years.

ConAgra is a coined word taken from Latin roots — "Con" from the Latin "cum" used as a prefix and meaning "with," and "Agra" from "ager" meaning the land. "In partnership with the land" is the corporate translation.

"Our company was born in Nebraska and we are proud of our heritage," Mr. Mactier said. "For our first 22 years, we did business as a consolidat-

ion of flour mills in the state of Nebraska, and our name described us exactly as we were.

A NUTRITION REVIEW IS SET

Follow-Up Session to 1969 White House Conference on Food, Nutrition and Health Set for Feb. 5 in Williamsburg

Washington, Dec. 7. — A follow-up meeting — to measure results and to recommend additional steps — to the December, 1969, White House Conference on Food, Nutrition and Health will be held Feb. 5 in Williamsburg, Va., it was announced by President Nixon. The conference is in line with the President's promise of a follow-up session to the 1969 gathering. A re-examination of the findings of the conference as well as a measuring of progress achieved in the interim will be highlights of the meeting.

Dr. Jean Mayer, special consultant to the President and professor of nutrition, Harvard University School of Public Health, will be in charge.



Familiar to many long-time readers of The Southwestern Miller is the front cover which was used continuously, and with hardly any change in style, from Volume 1, Number 1, dated March 7, 1922 (shown above) to Volume 47, Number 52, dated Feb. 25, 1969. Before 1969 and since, several design changes and other refinements have been incorporated on interior pages, all with the aim of enhancing readability.

Wheat on China Trade List; End to 50-50 Rule

President Nixon Announces That All Grains and Products for Shipment to Communist China Are No Longer Subject to Export Controls and May Move Under Open General Export Licenses—Termination of Requirement That 50% of Shipments to U.S.S.R. Must Be on U.S.-Flag Vessels Accompanying Decision of Major Importance to Trade

WASHINGTON, June 14.—President Nixon on Thursday, June 10, announced two major steps that hopefully will open the way to U.S. export sales of wheat, flour and other grains to the Soviet Union and its satellites in Eastern Europe and to Communist China.

The President announced in the first instance the termination of U.S. export controls on practically all farm products, including all grains and products, for shipment to the People's Republic of China. In the future, all such products listed may be freely sold

to China under open general export licenses without the need to obtain Department of Commerce permission for each specific transaction.

As an integral part of that decision, the President announced that he had decided to terminate the need to obtain Department of Commerce permission for the export of wheat, flour and other grains, to China, Eastern Europe and the Soviet Union. In effect, he suspended the requirement that 50% of any such sales must be shipped on U.S.-flag vessels.

Nader Slam on Wonder Bread Advertising in Letter to F.T.C.

Washington, Feb. 22. — Consumer advocate Ralph Nader, in a letter to the Federal Trade Commission, urged the Commission to move against ITT Continental Baking Co.'s Wonder bread advertising. Mr. Nader criticized the advertising and also the agency responsible for its creation for implying that Wonder is an outstandingly nutritious product inasmuch as the "Food and Drug Administration regulations require all enriched bread to

contain essentially the same amounts of nutrients." The results of a consumer survey were cited showing that Wonder bread advertising "miseducates and deceives the public."

CONSUMER GROUPS JOIN IN COMPLAINT
The Nader letter said the F.T.C. "has been interested in the matter of Wonder bread advertising for a considerable length of time" and urged prompt adoption of a complaint and order.

Price Freeze Action Creates Breadstuffs Uncertainty

Startling Economic Program Announced by President Nixon, Especially Imposition of Freeze on Prices, Leads to Great Confusion as to Applicability to Flour, Millfeed and Other Products, Since Wheat is Exempted as Raw Agricultural Product—No Clarification Yet From O.E.P.—If Millfeed Covered, High of Past 30 Days is Current Price Level

CONSIDERABLE uncertainty prevailed in major segments of the breadstuffs industry in response to the startling economic program announced by President Nixon on Sunday evening. The principal quandary is in the meaning of the President's announcement to the effect that "I am today ordering a freeze on all prices and wages throughout the United States for a period of 90

days," and the subsequent official clarification that raw agricultural commodities were exempt from that freeze.

So far as flour millers are concerned, that declaration had the incredible effect of allowing the market for wheat to move without limitation, while apparently imposing a freeze on prices for flour, millfeed, flour clear and other mill products for the 90-day per-

iod, from Aug. 15 through Nov. 12, 1971.

Yet, clarification was lacking on whether this interpretation was the correct one, since the Office of Emergency Preparedness, that has been assigned responsibility for administering the program, has little expertise in matters agricultural. As a result, interpretations of what items are covered and at what price levels

were generally being done in a vacuum lacking official interpretation. What did appear to be of major importance was the declaration that the exemptions will not be granted beyond those included in the original announcement, except "in the most extreme and dire cases of hardship."

U.S.S.R. Buys 2,000,000 Tons U.S. Feed Grains

Continental Grain Co. Sells 2,900,000 Tons of Corn, Barley and Oats and Intends to Ship at Least 2,000,000 Tons From U. S.—Valued at \$140,000,000, Payable in Cash—Maritime Unions Agree to Unrestricted Loading of Foreign-Flag Vessels—Michel Fribourg Calls Transaction "Forerunner to More Normalized Trade"—Hail "Historic Development"

NEW YORK, Nov. 8.—Continental Grain Co. last Friday announced that it had sold 2,900,000 metric tons of corn, barley and oats to the Soviet Union and that it intends to ship a minimum of 2,000,000 tons of the feed grains from the U.S., thus breaking a stalemate in business with the U.S.S.R. that has prevailed since the huge wheat transactions of January, 1964. Continental Grain Co. also made the first of those wheat sales Jan. 3, 1964, after a lengthy period of negotiations. Value of the feed grains transaction of last week was placed at about \$140,000,000, payable in cash, U.S. dollars, representing the largest commercial transaction ever entered into by a private American exporter. Continental's wheat sale of January, 1964, was the largest single transaction up to that time.

The hope in both Washington and in American grain trade circles is that

this huge Russian purchase in the United States will pave the way for continuing business with the Soviet Union over the years. Michel Fribourg, president of Continental Grain Co., in

his statement announcing the sale, said, "It is the company's understanding that the corn involved fills the outstanding requirements of the Soviet Union through next summer, but that

this business is hoped to be the forerunner to more normalized trade between the U.S. and the U.S.S.R., a highly desirable objective in the sale of our agricultural products."

Cargill agrees to buy Burrus Mills

To acquire assets from Eltra Corp., effective early October; milling seen as complementary to Cargill's line of services to baking

MINNEAPOLIS, Aug. 7.—Cargill, Inc. will make its entry into the flour milling business with the acquisition of the assets of Burrus Mills, Inc., Dallas, it was revealed last week. Announced is an agreement in principle between Cargill and Eltra Corp., New York, which

owns 94% of Burrus stock.

Financial terms of the agreement were not disclosed but Burrus is considering calling the preferred stock, about 3,000 shares of \$4.50 preferred of \$100 par, at around \$105 per share.

Burrus shareholders then will consider a plan for the orderly dissolution of the corporation. In the six-month statement at March 31, Burrus showed book value of \$11,460,954, including working capital of \$9,286,271, and fixed assets of \$2,659,480.

While the Burrus purchase marks the first flour milling venture for Cargill, the company is more involved in supplying the baking industry than is generally recognized. James R. Spicola, vice-president of processing and refining for Car-

gill, said, "Entry in this new business should complement our expanding line of products and services to the baking industry. Cargill is a major supplier of soy flour. The company also produces lecithin, soybean and coconut oil, corn syrup, starch products and salt."

WILL OPERATE 9,000-CWT MILL

With the acquisition of the Burrus assets, Cargill will be operating the Burrus Mill and Elevator Co., Fort Worth, which has daily milling capacity of 9,000 cwt of flour, 1,000 cwt of rolled wheat, 1,000 cwt of corn meal and 1,000 cwt of milo flour. Grain storage capacity at Fort Worth amounted to 6,000,000 bus.

Massive additional wheat purchases by U.S.S.R.

Publication estimates of Soviet buying range up to 400 million bus; see dramatic pickup in world demand for wheat supplied by U.S.

THE SOVIET UNION with additional purchases consummated in the past week, is believed to have bought around 400,000,000 bus of U.S. wheat for delivery from the current period through May 31, 1973, according to estimates first made by the staff of The Southwestern Miller. These figures, which represent unprecedented wheat takings in the range of 10,000,000 to 11,000,000 metric tons, plus or minus, are only estimates and reflect no confirmation of such taking by either the Soviet buying authorities or the selling export companies.

If the figures are correct, the buying would represent one of the largest single commercial transactions in history, not just of grain, but of any commodity.

Soviet purchases, by Exportkhleb President N. A. Belousov and associates from headquarters established in New York, thus far have been in two "rounds." The first developed in the first half of July when negotiations were initiated in Washington and then in New York. On July 10, President Nixon announced the negotiation of a three-year grain purchase agreement, including a C.C.C. commitment to provide credit of up to \$750,000,000 to finance Soviet grain purchases, with a maximum of \$500,000,000 to be outstanding at any one time. It now is considered certain that the credit will account for only a part of the Soviet purchases of American wheat and other grains, with dollar buying also undertaken.

Wheat open interest in K.C. exceeds Chicago for first time

KANSAS CITY, Aug. 14.—Open interest in wheat futures on the Kansas City Board of Trade for the first time since the exchange was formed in 1856, exceeded that on the Chicago Board of Trade during the past week.

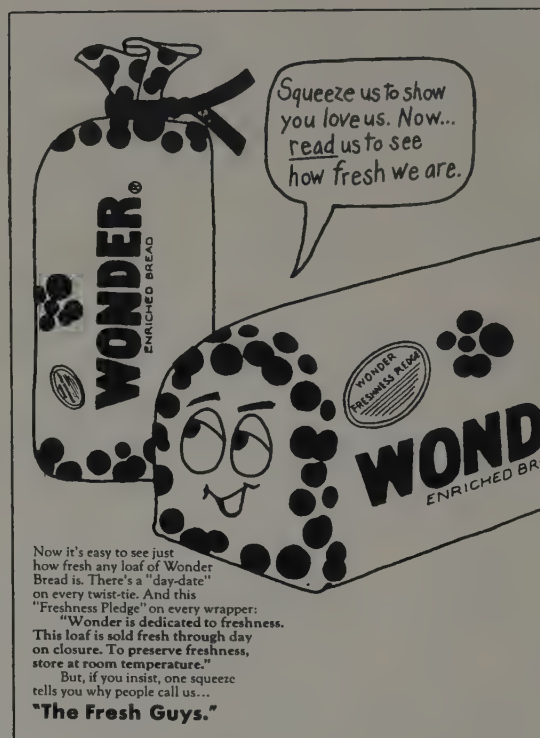
Open interest in Kansas City last Tuesday, Aug. 9, rose to 91,010,000 bus, against 88,220,000 bus in Chicago. Through Friday, Kansas City open interest increased to 100,570,000 bus, while Chicago was at 86,565,000 bus. Previous record in Kansas City was 68,675,000 bus on Aug. 21, 1967.

According to Kermit Gallagher, manager of the Kansas City Board of

Trade Grain Clearing Co., last week also was the heaviest week for clearances in history.

Wholesale, retail advances expected in baked foods

A TELEPHONE survey of top baking executives around the United States by *The Southwestern Miller* indicates that recent sharp advances in wheat and flour prices will likely require significant upward adjustments in pricing at both wholesale and retail on bread and other baked foods. The same situation appears to prevail in advertised brands of family flour and other products in which significant quantities of wheat-based foods are used.



This ad will appear in August issues of eight national consumer magazines to promote ITT Continental Baking's open dating program for Wonder bread. It will continue in selected print media until the end of the year. The bread's "freshness pledge" appears just above the W in Wonder on the label. Pledge is recited in ad copy. Twist-tie itself is shown on bag at left in ad. In-depth review of of Continental open dating program, and the marketing rationale for it, appears on this page.

'Builds Strong Bodies 12 Ways' in hot dispute at F.T.C. hearings

WASHINGTON, July 24.—Officials at ITT Continental Baking Co. expressed cautious optimism last week over the progress of continuing hearings at the Federal Trade Commission on the F.T.C. complaint on Wonder bread and Hostess cake advertising.

The lengthy hearings began in Washington June 12, and are expected to last at least until the end of this month.

At issue in the hearings is whether or not Continental Baking's advertising of Wonder and Hostess nutrient values is "false and misleading" because the products might share these values with other baked foods. F.T.C. specifically contests Continental's "Builds Strong Bodies 12 Ways" theme, once a major thrust in Continental advertising efforts.

ITT Continental Baking adopts national open dating

Program for Wonder bread effective in all markets July 17; viewed as model for baking industry by President Woodward

RYE, N.Y., July 24.—An open dating system in all markets for Wonder bread from ITT Continental Baking Co. plants went into effect July 17. The move is described by M. Cabell Woodward, Jr., Continental Baking president, as one to ensure that the freshest possible bread is being sold consumers.

Only white, enriched Wonder bread is in the program at the moment.

The ITT Continental program calls for a "pull date" on a new color-coded twist-tie closure on every bag of Wonder bread. Twist-ties are wider than those used in the past, and color coded to the "pull day"—or the day the loaf will be withdrawn from the shelf by the company.

In addition to the color code, each twist-tie bears the actual day ("Mon" on green ties, "Wed" on blue ties, etc.).

A 48-hour expiration from time

of baking is used for the twist-tie pull date. That is, bread baked on Thursday night would bear a yellow-coded twist-tie bearing "Sat-Sat-Sat-Sat . . ." on it.

Continental Baking is the first national wholesale baking operation to adopt the open dating system. It hopes others will follow its lead in this area.

Baking faces severe price hardship

Inability to reflect sharp flour increases in immediate bread rise creates many problems; family flour producers move for 80c upturns

KANSAS CITY, Aug. 22.—The nation's bakers, primarily the wholesale producers of white pan bread, face extremely difficult pricing problems in the light of recent dramatic increases in flour prices. Key elements in the dilemma are posed by Price Commission regulations and severe competitive conditions in the marketplace. From the start of July,

when knowledge of the Soviet Union's huge purchases of wheat first appeared on the horizon, through the past week, advances in wheat prices have propelled bread flour price increases in a range of 80@85c per cwt, or approximately 15% over levels prevailing at the start of 1971-72. Incidentally, the latter flour prices, with relatively little variance, prevailed during almost all of 1970-71.

Yet, in face of those very realistic and profit-erasing upturns in the major bread ingredient, a survey by The Southwestern Miller indicates that no bread price increases have been posted in any major market in the past month

or more. In other words, the baking industry in all of its segments—large and small, with notably few exceptions—have had to absorb tremendous cost increases without securing any relief in the grocery store.

Of course, the problems of wholesale baking are shared to a nearly equal degree by bakers of cookies and crackers and snack producers.

The president of the American Bakers Association, Richard W. Daspit, was quoted on the "Today" show on NBC television this morning, Aug. 22, as stating that the flour cost upturns would necessitate bread price advances of 2 to 3c per loaf. No one disagreed with that estimate, except to wonder when the increases might actually be posted.

Historic wheat purchase by China; requests for more

Initial buying amounts to 620,000 tons with no indication of total demand; hopes rise for quick maritime accord to lift U.S.S.R. grain

OUTSTANDING among developments last week in this year's sensational export trade business was the emergence of China as a sizable taker of U.S. wheat. That country bought 620,000 metric tons, or 22,729,550 bus of wheat, including 14,279,550 of western

white and 8,450,000 soft red, according to estimates by The Southwestern Miller. Initial transactions with China involved application of U.S. wheat against contract for French wheat that included option to apply soft wheat from any other origin. Seller exer-

cised option of U.S. wheat.

Following the consummation of first contracts, China on Monday, Sept. 18, requested offers from several exporters on around 400,000 tons of various classes.

U.S.-Soviet sign 3-year grain pact for \$750 million

Historic agreement includes \$200,000,000 as first year pledge, with total seen as minimum; hope on large wheat aggregate

WASHINGTON, July 11.—President Nixon on Saturday afternoon,

July 8, announced at the San Clemente White House "the successful negotiation of a three-year grain agreement between the United States and the Soviet Union" for the purchase of at least \$750,000,000 worth of U.S.-grown grain for the period from Aug. 1, 1972, through July 31, 1975. The Soviet Union also has pledged as part of the agreement to purchase at least

\$200,000,000 worth of U.S. grains for delivery during the first year of the agreement or prior to the end of July, 1973.

Grains covered by the agreement are wheat, corn, barley, grain sorghum, rye and oats, with the exact make-up of the Soviet purchases to be determined in negotiations between that country's buyers and U.S. exporters.

Current indications are that the purchases for the current year will include a sizable amount of wheat, although the Soviet Union's long-term grain requirements are mostly in the feed grain category.

To facilitate the trade, the United States has agreed to make available credit through the Commodity Credit Corp. for repayment in three years from the dates of deliveries, "with the total amount of the outstanding credit not to exceed \$500,000,000."

Ship pact to spur wheat exports

U.S.-U.S.S.R. accord to bring heavy movement after long delays; West coast rush in wheat sales; Ceylon, Bolivia to buy flour

A VAST expansion in U.S. export shipments of wheat and grains, finally in line with the unprecedented sales contracts nego-

tiated in July and early August, appears to be near at hand with the signing of the long-awaited maritime agreement between the U.S.S.R. and the United States. The signing, in ceremonies Saturday morning that included a visit to President Nixon by Secretary of Commerce Peter C. Peterson and Soviet Merchant Marine Minister Timofei B. Guzhenko, meant that shipping bottlenecks have now been eliminated.

Grain ocean rates plummet on most major shipping routes

LONDON, Feb. 3. — A plummeting in ocean freight rates on many routes in recent weeks is noted by the International Wheat Council. "The worldwide recession of trade has resulted in a greatly reduced demand for vessels," the Council noted. "In addition, because of the lower requirements to

transport oil, there has been increased competition by tankers and large ore/bulk/oil carriers (OBO's) for transport of grain."

The Council observed that the rate for heavy grain from U.S. Gulf ports to Rotterdam, which in mid-December, 1974, was \$7.75 per long ton, dropped to \$4.50 in recent days. That rate had reached a peak of \$21 in December, 1973.

Even after the recent declines, the Council observed that in a number of instances the rates for dry cargo vessels are still higher than quoted in July, 1973. It cited the U.S. Gulf rate to India, which in July, 1973, was \$31 per long ton, then soared a year later to \$55, and fell to \$34 in January, 1975.

New President 'knows' about baking

Friendship with Roskam of Grand Rapids means Gerald Ford is familiar with baking problems; for 'bread tax' repeal,

against escalator

GRAND RAPIDS, MICH., Aug. 12.—Gerald R. Ford, 38th President of the United States, possesses a knowledge of baking probably surpassed by few if any Amer-

ican chief executives before him, due to a lifelong personal friendship with a baking executive from his native city of Grand Rapids.

Controls imposed on export grain

President Ford moves to order 'voluntary' system after U.S.S.R. buys unexpectedly large quantities that would raise prices

WASHINGTON, Oct. 7. — In an incredibly swift-moving series of events that began with the disclosure Friday morning that the Soviet Union had bought more U.S. grain than the government had believed, the Ford administration directed two selling exporters not to make shipments to the U.S.S.R. and imposed a modified system of controls on all new export sales. President Gerald R. Ford and Secretary of the Treasury William E.

Simon, his economic czar, were the prime movers in the government reaction to U.S.S.R. purchases of what were actually quite small amounts — 900,000 metric tons of wheat and 2.3 million tons of corn — except for an administration faced with a tough Congressional election in several weeks and a President who has made the anti-inflation fight pre-eminent among his programs.

For both the Department of Agriculture and the breadstuffs industry—wheat growers, grain merchandisers, millers and bakers—the Ford-Simon reaction amazed and shocked. After all, this was the administration whose President, Secretary of State and Secretary of Agriculture had strongly declared that the U.S. would not impose export controls and that farmers would be able to benefit from strong export demand.

Crop setback triggers export worry

Importing countries display concern over grain availability; U.S.D.A. officials see no controls; large wheat sales loom

A SENSE OF urgency, even panic, gripped export markets in wheat and feed grains, triggered by stunning setback in feed grains production outlook as revealed by the U.S.D.A. crop summary released Aug. 12 and based on Aug. 1 conditions. Forecast of corn production in 1974 at 4,966 million bus was sharply below most private forecasts and trade expectations, both in the U.S. and abroad, giving rise to renewed alarm in importing countries over adequacy of grain supplies.

Government of Japan considered assuming responsibility for all grain purchases in an atmosphere of panicky worry over supplies and costs.

Brink of large wheat sales

Confirmation of the disastrous deterioration of 1974 crop corn, soybeans and sorghum during July came at a time when wheat workings abroad appeared to be pointed for substantial expansion. The question now becomes how effectively higher prices will ration or delay such business. All grain and soybean complex futures were locked in at limit advances at the outset of trading Tuesday, Aug. 13.

Officials of U.S.D.A. understandably held to the previous position in opposition to export controls or restrictions.

Secretary of Agriculture Earl L. Butz said in a New Orleans speech that "some doomsayers are pointing to the reduction in U.S.D.A. forecasts due to temporary drought conditions and recommending a world food reserve, which would be a dreadful mistake."

Prior approvals required on 'large' sales

Details of 'voluntary' export sales reporting system include need for U.S.D.A. 'OK' prior to sales of 50,000-ton quantities

WASHINGTON, Oct. 7.—At a briefing this afternoon at the Department of Agriculture, exporters and other interested parties were told the details of the Voluntary Export Sales Reporting System that went into effect today that in effect requires prior governmental approval on all grain sales of substantial size. Emphasis in the

briefing was on the "voluntary" nature of the system, but none of the participants saw the program as other than a fairly stringent means of controlling destinations on export sales of grain from the U.S.

Futures Trading Commission powers set

New regulatory agency becomes operative upon President's signature of measure; trading under new provisions 180 days later

WASHINGTON, Oct. 21.—The Commodity Futures Trading Commission—a new independent com-

mission to regulate commodity futures trading—would be created immediately upon President Ford's signing of the Commodity Futures Trading Act of 1974, according to language in the measure, H.R. 13113, approved by Congress Oct. 9-10.

While the law does not become fully operational until 180 days after signature by the President, the measure includes provisions for start-up opera-

tions in the interim, including naming of the five commission members by the President and Senate approval.

The compromise version of H.R. 13113 was approved by the House of Representatives on Oct. 9 by a vote of 375 to 4. The following day, it was sent to the President by a voice vote in the Senate after only brief discussion, which included an explanation of the House-Senate conference report on the bill by Senator Herman E. Talmadge of Georgia, chairman of the Committee on Agriculture and Forestry.

Beatrice Foods, Martha White officers sign merger agreement

CHICAGO, Oct. 6.—Officials of Martha White Foods, Inc., Nashville, Tenn., and Beatrice Foods Co., Chicago, on Friday, Oct. 3, signed an agreement under which Martha White Foods will become a wholly-owned subsidiary of Beatrice Foods.

On July 31, the two companies announced approval of an agreement in principal (see *Milling & Baking News* of Aug. 5, Page 7) for the acquisition. Under terms of the transaction, Beatrice Foods will exchange 1.25 shares of its common stock for each common share of Martha White.

On the basis of 987,887 shares of Martha White Foods common stock currently outstanding, Beatrice Foods would issue 1,234,858 shares of its common stock. Based on the Friday, Oct. 3 close of Beatrice stock on the New York Stock Exchange at \$20½, the 1,234,858 shares of Beatrice common stock involved would be valued at \$25.3 million. Martha White common stock is traded over-the-counter. It closed Oct. 3 at \$23¼ bid, a high for the year and up 75c in the week.

"In addition to certain customary conditions," officers of the two companies said, "consummation of the merger will be subject to the approval of Martha White Foods stockholders at a meeting to be held Oct. 31 and to the receipt by Martha White of a favorable ruling or legal opinion with respect to federal income tax matters."

Under terms of the agreement, Martha White Foods will operate as a subsidiary of Beatrice with the same management, personnel, plants, products, brand names and distribution. Headquarters will remain at Nashville.

Weigh impact of energy plan on baking

Economics of Ford program to mandate baking conservation, transport expert

says; sees 1c rise in bread prices

WASHINGTON, Jan. 20.—Stringent energy conservation by baking will become mandatory

under President Ford's comprehensive energy independence program—if the objectives of the program are to be realized and if the impact on baking is to be minimized.

Baker use of U.P.C. termed mandatory

W. E. Long-Independent Bakers' Cooperative officials point to supermarket demand in assessing impact of pricing system

CHICAGO, April 21.—Wholesale bakers will soon find participation with supermarkets in the Universal Product Code program mandatory as there are no alternative sales outlets on the estimated 70% of baked foods now sold in supermarkets.

That is a primary assessment of the Universal Product Code's impact on wholesale bakers as expressed by officials of W. E. Long Co.—Independent Bakers' Cooperative in an interview with *Milling & Baking News*.

W. E. Long currently is developing a U.P.C. program that each of its 70 baking company members can utilize

with a minimum of modification. The cooperative hopes eventually to be able to electronically digest the standardized information generated by such a program and feed it back to its members in highly usable form.

Current estimates are that some 40 supermarket chains will be electronically scanning items through their checkout lanes by 1976. By that time, as much as 90% of all prepackaged marked items sold in food stores will be marked with U.P.C. symbols.

Continental Grain buys Arnold Bakers

Acquisition of leading premium-priced baked food firm announced in \$5 million transaction; Continental also has Oroweat operation

NEW YORK, June 9.—Continental Grain Co. and F. & M. Schaefer Corp. have reached an agreement for the purchase by Continental of the Schaefer company's baking subsidiary, Arnold Bakers, Inc., Greenwich, Conn. The agreement calls for sale of Arnold for \$5 million in cash.

Through its Oroweat Foods Co. subsidiary, headquartered in Menlo Park, Calif., Continental Grain Co. has a leading position in the variety baked foods business on the West coast and in important parts of the Middle West and Southeast.

Arnold, a subsidiary of Schaefer since early 1971, markets a premium-priced line of bread, rolls, muffins,

croutons and stuffings. Its primary market is 12 northeastern and middle Atlantic states.

Offer made two months ago

Joint announcement of the agreement on Tuesday, June 2, came two months after F. & M. Schaefer announced it had received an "unsolicited" offer from Continental for acquisition of Arnold (see *Milling & Baking News* of April 8, Page 14.)

Grain workings resumed to U.S.S.R.

Exportkhleb books 1.2 million tonnes corn, first direct business since moratorium lifted; big wheat sales made to others

SOVIET UNION last week resumed purchases of U.S. grains for first time since moratorium was placed on new business last July

23. Initial transactions comprised 1.2 million tonnes of corn for shipment by Sept. 30, 1976. Provisions of the moratorium lifting announced Oct. 20 permit the U.S.-

S.R. to buy up to 7 million more tonnes of wheat and corn to be shipped before the five-year agreement goes into effect Oct. 1, 1976.

Alpha cellulose may be major source of fiber for baking

KANSAS CITY, May 31.—A major source of fiber for new bread products

currently being marketed, as well as those scheduled to be released over

the next several months, appears to be alpha cellulose, a wood or cotton derivative.

A claim for making this product available to bakers was made by the Berlin Gorham Division of the Brown Co., New York, by Dr. E. Emerson Morse, director-technical services for Brown in Berlin, N. H., and by Clyde Reed, district sales manager, Des Plaines, Ill., in an interview with *Milling & Baking News*. Brown Co., which manufactures Solka-Floc, is responsible for the development of a food grade alpha cellulose. The company also did most of the work with regulatory agencies such as Food and Drug Administration over the years allowing the addition of alpha cellulose to bread and baked foods, they said.

Soviet ban lifted; 5-year pact signed

Accord allows buying additional 7 million tonnes wheat, corn in current year; minimum of 6 million annually in long-term pact

LONG-AWAITED lifting of the moratorium on additional grain

sales to U.S.S.R. and announcement of terms of a five-year grains agreement with that country were announced this Monday by President Ford, thus ending a moratorium on sales that had been in effect since July 23. The ban began as an informal "hold" put in place by the Department of Agriculture, subsequently to be replaced by the more formal moratorium imposed

by the State Department and often referred to by President Ford.

With the lifting of the moratorium, Secretary of Agriculture Earl L. Butz told a press briefing in Washington that the Soviet Union would be permitted to buy another 7 million tonnes of U.S. corn and wheat for the remainder of the crop year, or to Oct. 1. Mr. Butz said the U.S.S.R. had agreed to space out these purchases over the balance of 1975-76 corn marketing

year.

It was stressed that the 7 million-tonne total for the remainder of the current crop year applies only to wheat and corn and that the U.S.S.R. has been given the "green light" on buying of any other grains or oilseeds. Additionally, the long-term agreement applies only to wheat and corn.

Richard E. Bell, assistant secretary of agriculture, told a Chicago press conference that the U.S.S.R. has purchased 23 to 25 million tonnes of grains on world markets thus far in current crop season and would likely want to buy another 6 to 7 million tonnes.

Explosions destroy Westwego elevator

Disaster claims 34 lives at Continental Grain Co. facility; damage in tens of millions; Fribourg expresses shock

WESTWEGO, LA., Dec. 27.—Thirty-four persons are known dead, one is still missing and six survivors are listed in critical condition in New Orleans area hospitals after explosions and fire virtually destroyed the Continental Grain Co. elevator at Westwego

on Dec. 22. Property damage in the tens of millions of dollars was sustained in what is described as one of the worst grain elevator disasters in history. Cause of the series of explosions is unknown.

Ten dead in explosion at Farmer's Export Elevator, Galveston

GALVESTON, Dec. 28.—An explosion which caused extensive damage to the Farmer's Export Co. elevator at Galveston occurred at 8:45 p.m., local time, on Dec. 27. Eight persons died in the blast, and two others of 21 burned survivors died later at John Sealy Hospital in Galveston. Fire broke out after the initial detonation, which shattered windows in the island's business district and could be heard for miles; ambulances and fire fighters from Houston and other nearby cities aided the local department. The export facility's headhouse, receiving pits and offices were demolished, and many of the concrete bins were riddled with holes and fractures.

The elevator, with a load-out capacity of 70,000 bus per hour, had been operating around the clock in an effort to clear its railyard of about 1,200 cars, which had caused the American Association of Railroads to place it under embargo on Dec. 22. The 3½ million-bu capacity house, formerly owned by Cook Industries, Inc., was opened only 1½ years ago. It was loading a hard wheat vessel destined for the Soviet Union at the time, and three other boats awaiting cargo were lined up. An additional five vessels had been nominated for nearby arrival.

Sharp rise in grain product use posed

WASHINGTON, Nov. 28.—Americans would need to increase individual consumption of grain products by 69% to meet the dietary goals recommended earlier this year by the Senate Select Committee on Nutrition and Human Needs, a home economist for

the Agricultural Research Service told the Department of Agriculture's Food and Agricultural Outlook Conference in Washington.

In a detailed analysis of the Senate committee's controversial report, Betty B. Peterkin, A.R.S. home economist, confirmed that adoption of the dietary

goals would result in startling changes in U.S. food consumption patterns and disclosed that the shift among food groups would be sharpest in bread-stuffs—with increased consumption of bread, flour and other bakery products.

Warner-Lambert to buy Entenmann's

Agreement reached with brothers to buy family holdings, about 79% of total and to offer to acquire public shares at same \$30

MORRIS PLAINS, N.J., Aug. 28.—Announcement was made today that Warner-Lambert Co., one of the nation's largest pharmaceutical and consumer products companies, has signed a definitive agreement with the principal stockholders of Entenmann's, Inc., to purchase their shares at \$30 a share. The Entenmann family holdings represent about 79% of the outstanding stock. The agreement, which is subject to approval by Warner-Lambert's board of directors, also requires that public shareholders of Entenmann's will have the right to receive the same price of \$30 a share for their stock.

Entenmann's, a leading producer of specialty cakes, danish, donuts, pies and pastries, has about 7.7 million shares of common stock outstanding, of which about 1.5 million shares are owned by the public as a result of public underwriting in May, 1976. The Entenmann brothers, Robert, Charles and William, own just short of 80% of the company's common stock, according to the proxy statement for the 1978 annual meeting dated April 28, 1978.

The company in late June announced plans to sell a new issue of about 200,

000 shares of common stock and to offer 450,000 shares of common from the holdings of the three Entenmann brothers and certain trusts. This offering has not been made.

Comments by top officers

Ward S. Hagan, president and chief executive officer of Warner-Lambert, said, "We are pleased to be associated with a company and a management team which have established a reputation for excellence in the specialty food field. We believe Entenmann's success reflects a formula of high quality, branded products, supported by strong distribution."

Robert Entenmann, chairman and chief executive of Entenmann's, observed, "We look forward to continuing the growth of our company, supported by the worldwide marketing and management resources of Warner-Lambert."

Mr. Hagan added that he was equally confident of continued growth and specifically cited the potential regional expansion in the major markets of the U.S., as well as overseas.

Plants in Long Island, Miami

Incorporated in 1958, Entenmann's had its beginnings in 1898 with William Entenmann, grandfather of the three brothers. The company has a modern bakery at Bay Shore, Long Island, which produces more than 125 varieties of freshly baked products sold primarily in the New York City metropolitan area, as well as in New Jersey and parts of Pennsylvania and Connecticut. The company commenced production and distribution of its products in the Miami, Fla., area in November, 1975, where it has a new plant.

Interstate acquires five baking plants from C. J. Patterson Co.

KANSAS CITY, Jan. 30. — Interstate Brands Corp., Kansas City, has acquired the Holsum Bread Division of C.J. Patterson Co., it was announced Jan. 27 by B. J. Hinkle, chairman of Interstate, and Robert M. Patterson, chairman of C. J. Patterson, also headquartered at Kansas City.

The Holsum Bread Division markets baked foods in 13 states from baking plants at Boonville, Rolla and Springfield, Mo.; Chattanooga, Tenn., and Grand Junction, Colo. The latter baking plant was completed in 1973.

Terms of the sale were not disclosed. Interstate Brands said that no changes in management are contemplated and that the plants will continue to be operated under the Holsum name. Denny C. Sowell is director of bakery operations for the Holsum division.

Now operates 37 plants

Acquisition of the C. J. Patterson plants brings to 37 the number of baking plants operated by Interstate. It is the second acquisition in baking by I.B.C. in the past year. Interstate, a subsidiary of DPF Incorporated, last June acquired Silver Loaf Baking Co., Spokane, Wash. (see *Milling & Baking News* of June 14, Page 10.)

C. J. Patterson Co., founded as a technical service organization for bakers and millers, operated as many as 11 wholesale baking plants and three home service plants in the 1950's. In recent years the company had operated six wholesale plants and in 1974 it sold its plant at Phoenix to Associated Grocers of Arizona.

I.B.C. shareholders finalize settlement with DPF, Inc.

KANSAS CITY, March 1.—Shareholders of Interstate Brands Corp., in a special meeting Thursday, Feb. 26, elected three new directors and approved several bylaw amendments, to resolve a dispute over control of the baking company that began last June when DPF, Inc., Hartsdale, N.Y., computer leasing company, made a sur-

prise tender offer to acquire working control of the Interstate Brands board of directors.

The actions by the shareholders finalized an agreement reached last December between I.B.C. and DPF, calling for election of DPF representatives to the I.B.C. board and settling of all pending litigation.

China buys one million tonnes more U.S. wheat for '78-79

PEOPLE'S REPUBLIC of China bought an additional 1 million tonnes of U.S. wheat for shipment through 1978-79 season, it was announced Aug. 14 through daily export reporting system. This brought total China buying of U.S. wheat for delivery this crop year to 1.9 million tonnes. Chinese takings

thus far are hard winters and soft red. Besides the 1.9 million for the new season, China provided an outlet for 100,000 tonnes of soft red in the final few weeks of 1977-78 crop year. When China bought its first 1 million tonnes of U.S. wheat in April, it marked that country's first buying in four years.

Pillsbury reaches agreement to acquire Green Giant Co.

MINNEAPOLIS, Sept. 18.—An agreement in principle for acquisition by The Pillsbury Co. of Green Giant Co. was jointly announced today by William H. Spoor, chairman and chief executive officer of Pillsbury, and Thomas H. Wyman, president and chief

executive of Green Giant.

The proposed merger with Green Giant would be the latest in a series of acquisitions by Pillsbury, and exemplifies the company's long-range plans for broadening its operations within the food manufacturing field (see a review of Pillsbury's annual meeting of shareholders on Page 10.) In 1977, Pillsbury acquired American Beauty Macaroni Co., Kansas City, and earlier this year completed a merger with Speas Co., a vinegar and apple juice producer.

A.I.B. Manhattan building dedicated

MANHATTAN, KAS., May 1. —The American Institute of Baking's new Manhattan facility was dedicated Tuesday, April 25, in ceremonies culminating a four-year relocation project.

Mrs. Faye Maillie of Kansas City, widow of the late Jeff Maillie, hoisted the American flag to begin the dedication ceremonies at the main entrance to the Institute. Mr. Maillie was associated with Midwest Research Institute, which conducted studies for the A.I.B. board of trustees recommending relocation of the Institute from Chicago, and was relocation project supervisor.

More growth in away-from-home food

Forecast by National Restaurant Association says 40% of total food spending will be for eating out in 1980's; to 50% in 20 years

CHICAGO, Dec. 4. — Expenditures for food away from home continue to rise steadily since reaching 37% of total U.S. food spending in 1976, and the percentage is expected to exceed 40% during the 1980's and could possibly increase to 50% in the 1990's, according to the 1979 food service industry forecast conducted by the National Restaurant Association.

The association notes in its third annual forecast that total food service industry sales will exceed \$100 billion for the first time in 1979. The industry's food and drink sales are projected to increase to \$105,126,923 next year, an increase of 10% over \$95,760,541 in 1978. The report points out that within the retail industry only food stores, automobile dealerships

and general merchandise stores have exceeded the \$100-billion sales plateau.

In making projections for 1978, N.R.A. breaks the industry down into the commercial group, which includes all eating establishments open to the public, and the institutional group, which consists of organizations which operate their own food service. Information contained in the report was prepared in consultation with the research firm of Malcolm M. Knapp, Inc.

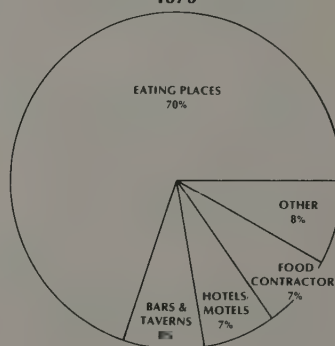
Total sales of the commercial feeding group for 1979 are predicted at \$89,156,321,000 also up 10% from \$80,884,094,000 in 1978. Commercial food service sales for 1976 are estimated by N.R.A. at \$66,163,875,000. "Continuing the past trend," N.R.A. states, "the limited menu operators in the commercial group who have been the driving force behind eating place sales expansion should post a 13.3% increase, substantially outpacing GNP growth."

Caution on economic growth

Commenting on the report, the association injects a word of caution on making projections for the food service industry. It says that sales estimates are based on the "best data available" as of October, 1978. N.R.A. notes that if the economic outlook or the food situation changes during the coming year, as was the case in 1978, "then our predictions for industry sales will also change."

Among the premises upon which the 1979 forecast is based, N.R.A. says, are that the nation's economic expansion will slow, with real GNP advancing by less than 3% during the year, and that no recession will occur. "The possibility of a recession next year exists, however, and some consider it a probability," the association states.

Commercial Feeding
1979



F.A.O. estimates grain holdings in U.S.S.R., China for first time

ROME, ITALY, Dec. 24. — For the first time, the Food and Agriculture Organization has estimated cereal grain stocks in the Soviet Union and People's Republic of China as part of its continuing evaluation of world grain supplies. The F.A.O. noted that neither the U.S.S.R. nor China releases official stocks figures. "While the F.A.O. estimates are assembled from available information, are tentative and subject to a wide margin of error, they are considered to indicate reasonably accurate year-to-year changes," F.A.O. said.

Based on the data for the two major centrally-planned economies and information from other nations, the F.A.O. forecast that total world cereal grain stocks will fall by 19 million tonnes in the 1979-80 season, dipping to 250 million by harvest time next year. World stocks at that level would be equal to about 17% of current annual consumption, a level

the F.A.O. said "is barely adequate for world food security."

In the case of the U.S.S.R., the F.A.O. estimated that country's cereal grain stocks at the start of the 1979-80 season at 30 million tonnes, in the wake of the record 1978 harvest.

That contrasts with only 10 million tonnes held in the Soviet Union at the start of 1978-79 and 24 million in 1977. "Despite large imports, U.S.S.R. stocks are expected to be drawn down heavily by the end of this season because of the current small crop," the F.A.O. stated.

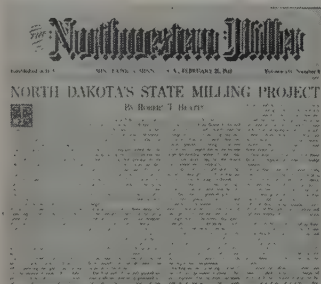
F.A.O. said that its observations indicate that China's cereal grain stocks have been rising steadily since 1974, except for a dip in 1978. China's total grain holdings at the start of the 1979-80 season were estimated at 46 million tonnes, and an increase to 52 million was projected for 1980.

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- JULY 28, 1970 / DESTRUCTION
- JANUARY 31, 1972 / REDEDICATION
- DECEMBER 4, 1980 / "K" MILL DEDICATION



There are unforgettable days in the lifetime of a person, and in the lifetime of a company. Four such days are memorable in the history of the North Dakota Mill, now in its 60th anniversary year.

One of those days was October 31, 1922, which marked the dedication of the North Dakota Mill and Elevator in Grand Forks.

The Northwestern Miller publication reported on the opening of the North Dakota Mill, stating: "It is doubtful if there is anywhere on this continent a better milling plant of any size, or one that embraces so many up-to-date features."

As the decades have gone by, the North Dakota Mill has progressed: through depression years, through war years, through boom years, through droughts and bumper crops. It has played a key role in the lives of farmers, employees, the community, the area, the state and the nation.

Fire struck on July 28, 1970, destroying the interior of the eight-story flour mill structure.

It was another unforgettable day, which witnessed the total destruction of milling machinery, electric motors and the flour milling equipment.

Now another unforgettable day will be recorded: January 31, 1972, with the rededication of the North Dakota Mill.

Much has been accomplished in the past year and one-half. The flour milling building has been completely repaired; the walls have been relined and epoxy-painted; the latest and most modern in milling machinery has been installed to make the North Dakota Mill one of the most modern and efficient in the nation.

It is with great elation and pride that it can be said:

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A plaque will record this unforgettable day of rededication, and will be affixed to a wall in the mill building. The plaque bears the names of some of those closely involved in the re-opening of the Mill.

But, there are so many others who made this reopening a reality: the courageous firemen, the loyal employees, the contractors and rebuilders, our customers — and everyone who worked so hard to make it possible to say:

"The Mill is Back in Business Again!" It is another unforgettable day.



NORTH DAKOTA MILL

Grand Forks, North Dakota

THE NINETEEN EIGHTIES

Cooperation in Soviet embargo sought

Representatives of other exporting countries agree not to 'replace' embargoed sales; uncommitted grain in several major, minor countries potential source

WASHINGTON, Jan. 14. — "There is general agreement among export representatives here that their governments would not directly or indirectly replace the grain that would have been shipped to the Soviet Union prior to the action announced by President Carter," Dale E. Hathaway, under secretary of agriculture, said in a

briefing following the gathering of representatives of European Com-

munity, Canada, Australia and Argentina in Washington, Jan. 12.

MoPac, Union Pacific railroads approve agreement for merger

NEW YORK, Jan. 21. — Directors of the Union Pacific Railroad and the Missouri Pacific Railroad have approved an agreement in principal for a proposed merger of the two railroads.

The merged railroad, if approved by the Interstate Commerce Commission, would replace the Burlington Northern as the largest railroad in the U.S.

Union Pacific as surviving company

Under the \$900 million merger proposal, the Union Pacific would be the surviving company. The two companies combined would have a net worth of \$241 million on revenues of \$4.69 billion.

The merger would also combine natural resources subsidiaries. Missouri Pacific owns a natural gas pipeline connecting St. Louis with Louisiana and is engaged in some oil exploration. Union Pacific owns

Champlin Petroleum Co., a major oil producer, with interests in coal and uranium.

Under the proposal, each share of Missouri Pacific common stock would be converted into 0.55 of a share of Union Pacific common stock and 0.275 of a share of a new convertible preferred Union Pacific. The new preferred stock would be convertible into common stock on a share-for-share basis and carry a cumulative annual dividend of \$7.25.

The Missouri Pacific currently has approximately 15.7 million shares of common stock outstanding.

From Chicago to West, Northwest

A combined system of the Missouri Pacific and Union Pacific would stretch from Chicago westward to southern California, and Portland, Ore., and would extend southward from the Middle West to the Gulf coast at Brownsville, Texas and New Orleans.

The two lines currently meet at 13 points and connect in Kansas City, St. Louis and Omaha. The Union Pacific has 9,700 miles and the Missouri Pacific has 11,500.

The merger is still subject to approval of the final agreement by both corporations and the I.C.C. and is contingent upon the Union Pacific obtaining a favorable tax ruling.

Definitive plan in early February

Directors of both railroads are expected to approve a definitive plan early in February. Holders of both companies will possibly vote on the pact in April and formal application should be filed with the I.C.C. by May. Under federal law, I.C.C. has up to 30 months to approve or reject the merger.

Seaboard to become different company

Sale of domestic milling operations to Cargill means change in basic thrust of company that pioneered in evolution of U.S. milling

CHESTNUT HILL, MASS., Sept. 14. — In selling its domestic flour milling operations, as well as its name and brands, to Cargill, Inc., the company that had a great deal to do with the shape of the current American flour milling market is in effect withdrawing from that business.

suading bakers of the utility of hard winter wheat flour in the production of bread, and equally important its leadership in the post-World War II movement of the location of flour

milling capacity from the wheat growing areas of the Plains to the major consuming markets, primarily along the East coast.

C.C.C. starts wheat purchasing to offset Soviet embargo impact

SHAWNEE MISSION, Kas., March 10. — Commodity Credit Corp. issued invitations March 7 for the first offers of wheat under the Department of Agriculture's program of buying wheat and corn suspended from shipment to the U.S.S.R.

COMMENT

Shock waves from Iran

The shock waves from the latest events surrounding American hostages in Iran are certain to have a major influence on many decisions of importance to breadstuffs. An immediate example is confusion in Washington as to whether American exporters are "free" to sell to U.S.S.R. the 8 million tonnes of grain considered as the minimum in the last year of the five-year agreement. Exportkhleb appears ready to buy this quantity for delivery in the year beginning Oct. 1, 1980, but exporters are reluctant to proceed without administration assurances. Near-term answers are unlikely in light of the aborted hostage rescue attempt.

Because so much decision-making in a Presidential election year is centered in the White House, the Iranian situation may overshadow the administration's reaction to the severe economic stress facing the agricultural economy. As bakers were told at the recent meeting of the governors of American Bakers Association, response to that recession is the principal unknown in 1980-81 ingredient costs.

Last week's meeting of the Millers' National Federation was marked by optimistic assessments of the industry's prospects. The horror of Iran may affect that outlook, as well as that for every breadstuffs sector.

Supporters see new era in W.I.C. win

WASHINGTON, April 7. — Passage of Wheat and Wheat Foods Research and Nutrition Education Order is being hailed by program supporters as the beginning of an exciting new era for the wheat foods industry.

At the same time, representatives of the breadstuffs organizations, which directed efforts to create the Wheat Industry Council, stressed that the challenge now is to initiate a program worthy of continuing support.

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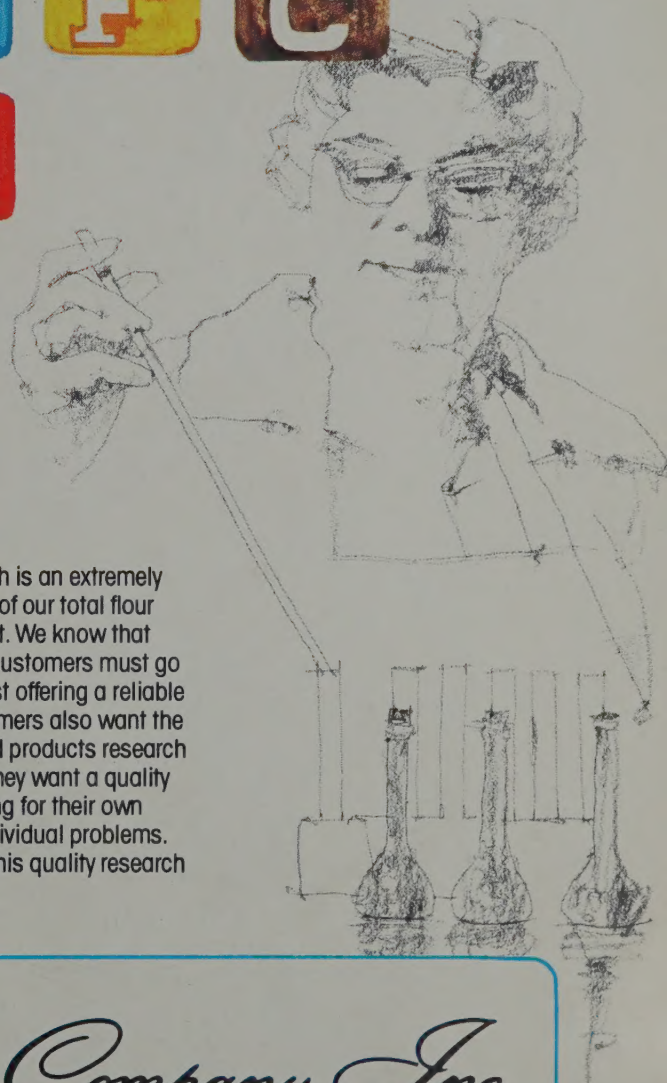
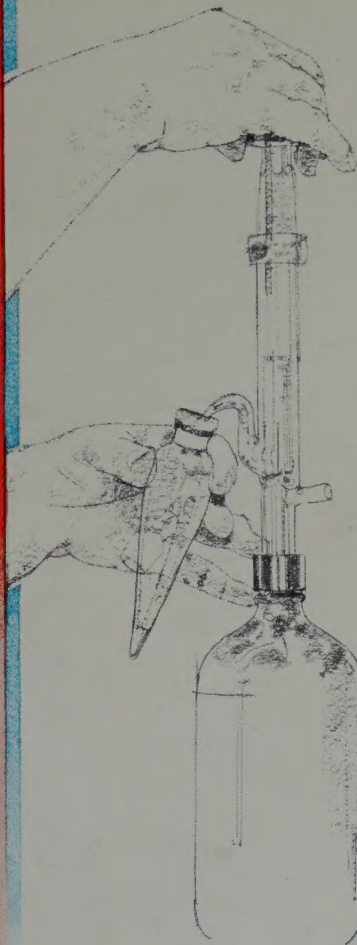
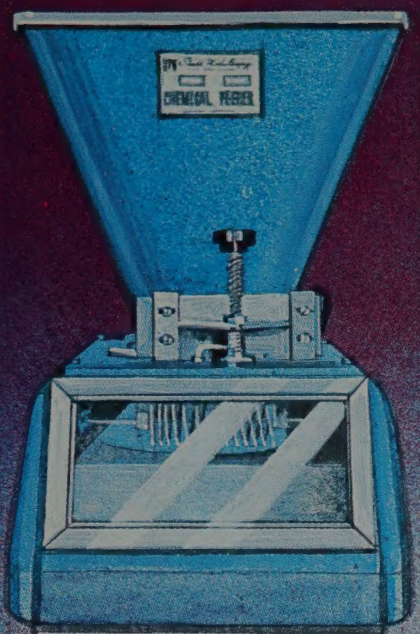
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- Piedmont Flour Mills, Incorporated
- Statesville Flour Mills Company

Research Products is flour service.

RESEARCH PRODUCTS OFFERS TOTAL FLOUR SERVICE.

Flour enrichment concentrates. Bleaching agents. Maturing agents. Fungal enzymes. Potassium Bromate. Chlorine treatments. Precision ingredient feeders. Complete research and testing laboratory facilities.



"Quality research is an extremely important part of our total flour service concept. We know that service to our customers must go deeper than just offering a reliable product. Customers also want the most advanced products research can offer and they want a quality source of testing for their own unique and individual problems. Our lab offers this quality research and testing."



Research Products Company, Inc.
FLOUR SERVICE

P. O. BOX 1227, SHAWNEE MISSION, KANSAS 66222

History yields the future



General Mills

Bakery Sales, General Mills, Inc.

9200 Wayzata Boulevard

Minneapolis, Minnesota 55440